

INTERPRETATIVE REPORTING



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JOURNALISM STUDENT INTERVIEWS CHICAGO'S MAYOR

A typical class assignment causes Northwestern journalism student, Stanley Anderson (right) to attend regular daily press conference of Mayor Martin H. Kennelly (seated). Also shown are Tom Drennan, Chicago Sun-Times city hall reporter (left) and Charles Cleveland, Chicago Daily News.

INTERPRETATIVE REPORTING

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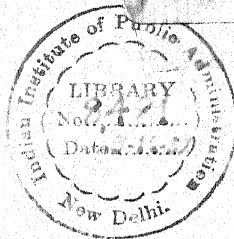
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NOTE TO TEACHERS

THIS REVISION OF *Interpretative Reporting* RETAINS THE GENERAL structure of the preceding edition. There has been considerable rewriting, however, to substitute better and/or fresher examples and to bring discussion material up to date.

Principal changes have been made to sharpen up the discussion of the actual techniques of interpretative reporting and writing. The attempt has been made to show the student the goals toward which he is striving, after he has mastered the rudiments of orthodox practice.

Because the newspaper still is the chief medium for the dissemination of news, the emphasis of *Interpretative Reporting* is upon reporting and writing for newspapers. The ability to interpret as well as report, however, is a prerequisite of the radio commentator, magazine writer, book author and all others engaged in keeping the public informed.

Ideally *Interpretative Reporting* should cover at least three semesters' work, the class work of each semester corresponding roughly to the contents of its three parts. Part I is for the purpose of orientating the beginner. Teachers of reporting long have recognized that, before he is ready to receive instruction in news gathering and writing, the student should know something of the organization of the newspaper. Either the first few weeks of the regular reporting course or a separate course for pre-journalism students must be devoted to "background" material concerning the operation of the editorial department, sources of news and related subjects.

Part II of this book deals with the technique of straight reporting because, despite the undeniable trend toward interpretative writing, there always will be a large place for such work. Mastery of the technique of such reporting is the first step in the rise of the cub to journalistic stardom. The chapters of both Part I and Part II are arranged in order of increasing difficulty by which the writer believes the reporting student best can master this technique.

Any chapter of Part III might be made the basis of an entire advanced reporting course in a field of a student's special interest, in conjunction with liberal arts courses which would supply the background information essential to the writer who wishes to become a specialist in

a certain type of news. The exigencies of the beginning reporter in covering the types of assignments discussed in the different chapters of Part III are not overlooked, and the emphasis is upon straight news reporting of such assignments. However, there also is a look ahead and a glimpse of what the thoroughly trained writer, capable of interpreting as well as reporting the news, should be qualified to do.

The *Teachers' Manual* is suitable for use in connection with the present edition. This manual is not intended to be given to students but is for the assistance of teachers only.

APPRECIATIONS

The writer is grateful to a large number of newspapers, magazines and writers who have granted him permission to include valuable quotations in this book. In each case proper credit is indicated.

Among the persons who provided valuable assistance are the following: Betty Caldwell, Denver *Rocky Mountain News*; Sam Armstrong, assistant city editor, *St. Louis Post-Dispatch*, and Eleanor Straub (now Mrs. James A. Wright), formerly of that paper; Doris Klein, publicity department, Ford Motor company, Dearborn, Mich.; Jo-Ann Price and Clifford Buzard, Milwaukee *Journal*; Irene Schwartz (now Mrs. Jack Sarbey), formerly with the Akron *Beacon-Journal*; Sally Oppegard (now Mrs. John Jones), formerly with the Grand Forks (N. D.) *Herald*; Barbara Flinn, Sterling, Ill., *Gazette*; Nancy Grace, Louisville *Courier-Journal*; Jean James, Minneapolis *Tribune*; James Ward, Chicago station, Columbia Broadcasting System; Benjamin Baldwin, WGN, Chicago, and Mrs. Norman Sun, Parkville, Mo.

Principal credit for assistance throughout the entire time this revision was in process goes to my wife, Genevieve Rockwood MacDougall, formerly a newspaper reporter and editor.

Curtis D. MacDougall

Evanston, Illinois

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PART I
THE NATURE OF NEWSPAPER WORK

CHAPTER I

THE NEWSGATHERER'S SOCIAL ROLE

THE MISSION OF THE PRESS

By *Wayne Rea*

MANAGING EDITOR, THE URBANA (ILL.) *Daily Courier*

The press has a mission; and what is it, pray?

The clergyman claims 'tis to preach,
'Tis to sway voters, the ward heelers say,
And the pedagogue thinks 'tis to teach.

The women declare 'tis to publish the styles,
The card parties, socials and hops,
While the man on the street just quietly smiles,
As he scans the sport pages and stops.

The broker wants figures in his reading stuff,
The farmer wants prices of hogs,
And some think that crime news is reading enough,
Then wail that we've gone to the dogs.

The kids want the "funnies" and then they are through,
Unless there's a column of jokes,
But some of their elders like comic strips, too,
And police news reads great to the soaks.

There are some folks who revel in carnage and death;
They want their stuff gruesome, with gore;
They like to read "yellows" that fair take their breath—
If there's none in the paper they're sore.

Some like it heavy, but most like it light;
They don't like deep delving in thought,
They want it served clearly, tersely and bright,
So they won't have to think as they ought.

The press has a mission, or rather a job—
'Tis to humor each hobby or whim,
With news of variety, hot for the mob—
The same that cried, "Crucify Him!"

—Reprinted from *Quill*

CHAPTER OUTLINE

- I. The Rise of the Craft
- II. Freedom of the Press
- III. Contemporary Criticism
 1. News Policy
 2. Editorial Policy
- IV. Influence of the Press
- V. The Newspaper Reader
- VI. Current Trends
- VII. Interpretation and Specialization

THE RISE OF THE CRAFT

DESPITE THE TREMENDOUS changes in man's way of doing virtually everything which undoubtedly will occur during the Atomic Age just beginning, it is impossible to imagine a future time when there will not be those whose full-time function it is to find out what is happening and to transmit that information to others, together with a proper explanation of its significance. And whatever the medium of communication—be it newspaper, radio facsimile, television or thought waves—the attributes of the newsgatherer are likely to continue to be fundamentally similar to what they have been throughout a long past.

Nobody knows exactly when the process of the division of human labor caused newsgathering to become a full-time rather than a part-time job. As early as the fifth century B.C. Roman barbers displayed the versatility, for which barbers always have been distinguished, in part by acting as media for the dissemination of news of public and private interest. In 60 B.C. one of the first acts of Julius Caesar upon becoming consul was to order daily written reports of the activities of the Roman senate which were posted on a bulletin board and known as the *Acta Diurna*. Citizens gathered at the public baths to discuss their contents.

News letters date from before the Christian era. Fleet slaves early were used as runners to convey military and other news from one distant point to another. Minstrels composed lays about current happenings, town criers spread gossip, ballad makers in Elizabethan times did likewise. Although Thomas Caxton introduced printing in England in 1476, the first English daily newspaper did not appear until 1702. In the intervening years wealthy men employed news writers whose business it was to keep their vacationing masters apprised of what was going on. Ordinary folk gathered in the coffee houses and inns, in the nave of old St. Paul's and on the pavements to exchange gossip and to read, first the intermittent news letters and, later, the corantos, earliest of which appeared in 1621 and were of Dutch origin. The rise of periodical English journalism paralleled the rapid expansion of world trade in the 17th and 18th centuries. Said James Melvin Lee in his *History of American Journalism*:

Politics and finance have always been the two most important topics in Newspaperdom. There was no systematic collection or distribution of news until men had a political interest in the state, or were involved in financial transactions covering a fairly wide area of trade and transportation. In most countries both conditions were present before regular trade in news arose. The walled city required no newspaper; the tower watchman and the king's herald did the reporting. When, however, officials left the city to govern undefended towns, there must be devised some new method of publishing the official proclamations and of giving the gossip of the capital. When commercial houses began to import and export goods, maritime news had a cash value and might be sold.

FREEDOM OF THE PRESS

More significantly the rise of periodical English journalism paralleled the growth of belief in democratic principles. Very early the press became, what it still is today, a potent weapon against governmental tyranny. Printing had hardly been invented before both church and state recognized it as a potentially dangerous weapon for those who might wish to spread heresy or sedition. Consequently, in the 16th century printing was strictly regulated. In 1543 Parliament forbade any but licensed printing and it was not until almost a century later, in 1628, that the struggle of Parliament against Charles I led to the publishing of news letters officially giving news of that body. When the corantos or news-books began to become popular they were suppressed in 1632 at the request of the Spanish ambassador because of an alleged offense to the royal house of Austria, but they were revived in 1638 when two printers, Butter and Bourne, obtained the exclusive right to print foreign news. In 1641, after the Star Chamber was abolished, Parliament began publishing its own diurnals and the king countered in like manner.

During the Commonwealth the diurnals and other forerunners of the newspaper were suppressed, but after the Restoration licensing was resumed and Roger L'Estrange was made licenser. In 1679, Parliament refused to renew the 1622 act regulating printing and at least twenty news-books sprang into existence. Still, however, a close check was kept of the contents of these periodicals, and many of the early great journalists were arrested and jailed and their publications suspended temporarily or permanently. Among those who so suffered was Benjamin Harris who later, in 1690, also made the first unsuccessful attempt at publishing a newspaper in the American colonies. His *Publick Occurrences Both Foreign & Domestick* was promptly suppressed by the English governor at Boston. Daniel Defoe, Joseph Addison and Richard Steele also incurred the displeasure of the authorities.

The 1712 tax on each sheet of every newspaper (which they began to be called in 1670) and on all advertisements caused many publications to cease publication and others, as the famous *Spectator*, to increase their price and to lose both circulation and advertising revenue.

The fight for freedom to print newspapers in which there might appear criticism of and opposition to the government was part of the wider struggle of the English people and the American colonists to obtain the human rights which are extolled in the Declaration of Independence as essential to "life, liberty and the pursuit of happiness." It was the great Dr. Samuel Johnson who, more than anyone else, won the right to report the proceedings of Parliament after he had written for *Gentleman's Magazine* his satirical *Debates in the Senate of Magna Lilliput*, based on smuggled second hand information. Another early hero was John Wilkes, a renegade printer who in 1762 was so bold as to attack openly the king in his *North Briton*. The anonymous *Letters of Junius*, also criticizing the crown, published in the *Public Advertiser*, led to the arrest of that publication's publisher, Henry Sampson Woodfall, but his jury acquittal of charges of seditious libel was a milestone in the fight for freedom of the press.

In 1771 Parliament admitted the undisputed right of newspapers to publish its proceedings, and in 1792 the Fox Libel act assured a free press by leaving it to the jury to decide what constitutes seditious libel.

In the New World the acquittal by a jury of John Peter Zenger, a German immigrant who criticized the British Governor Cosby in his New York *Weekly Journal*, in 1734, was one of the most important victories in the fight for a free press. In his eloquent plea Andrew Hamilton, Philadelphia lawyer, argued that truth should be a defense in libel suits and that the jury had the right to pass, not only on the fact of publication of alleged libelous material, but also on whether such material was libelous. Although the chief justice advised the jury to ignore Hamilton's reasoning, the verdict was "not guilty." It was not, however, until 1821 that New York state officially recognized truth as a defense against libel.

As the political theories of Jean Jacques Rousseau, John Locke and other early democrats spread, revolutionary leaders in Europe and America came to insist upon the unrestricted right to publish newspapers as one of the principal necessities of a democratic state. When the American revolutionary leaders declared, "Taxation without representation is tyranny," they had in mind the Stamp act of 1765 which was a tax on newspapers. Thomas Jefferson, author of the Declaration of Independence and third president of the United States, is quoted as having said:

The people are the only censors of their governors; and even their errors will tend to keep these to the true principles of their institution. To punish these errors too severely would be to suppress the only safeguard of the public liberty. The way to prevent these irregular interpositions of the people is to give them full information of their affairs thro' the channel of the public papers, & to contrive that those papers should penetrate the whole mass of the people. The basis of our government being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers, & be capable of reading them.

The first amendment to the Constitution, the beginning of the so-called American Bill of Rights, reads: "Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof, or abridging the freedom of speech or of the press, or the right of the people peaceably to assemble and to petition the government for a redress of grievances."

Thus, freedom of the press became and has been called ever since, one of the "cornerstones" of American political democracy. The consequences of abolition of freedom of the press by dictators in many other countries in the years immediately preceding World War II provided strong contemporary evidence of the importance of this democratic institution to even the most severe critics of present-day American journalism.

CONTEMPORARY CRITICISM

While admitting the value of the brake on tyrannical government which a free press has provided, these critics nevertheless contend that the American newspaper has fallen short as an agent by which to achieve other benefits anticipated by the authors of the Bill of Rights. They correctly point out that freedom of the press was not established as an end in itself. Rather, it was intended to be a *means* whereby to promote attainment of the *end* of a literate and informed people capable of governing themselves. Epitomized with considerable restraint, the contemporary charges against the press as presented by George Seldes, Harold L. Ickes, Morris Ernst and others, are: (1) it does not provide "the truth that sets men free"—that is, the factual information whereby readers can make the proper decisions in their own interests, and (2) it is not sufficiently zealous in promoting social and economic democracy to obtain which is the supposed purpose of political democracy.

News Policy. That it was the duty of each individual newspaper to print all of the news with absolute impartiality, giving exponents of every

point of view equal opportunity to express themselves, however, certainly was not in the minds of either the statesmen or newspaper publishers of a century and a half ago. The right for which Jefferson and other American patriots fought was for anyone, of whatever viewpoint, to publish a newspaper in which to spread his ideas, biased as they might be. During the first seventy-five years of the existence of the United States as a republic, a vast majority of newspapers were frankly prejudiced. They were, in fact, political organs or the media by which important leaders of public opinion sought to be of influence. The so-called "golden era" of personal journalism was that of such editorial giants as Horace Greeley, Charles A. Dana and E. L. Godkin, after the Civil war.

The idea that newspapers should print "all the news that's fit to print" did not come until newspapers became ambitious to broaden their appeal. Pioneers in the mass appeal type of journalism were the James Gordon Bennetts, father and son, of the New York *Herald*, sometimes called the "fathers of news" in America. To appeal to more than that portion of the public which happened to be in sympathy with the point of view of its editor, the newspaper had to soft pedal its obvious bias. Joseph Pulitzer and William Randolph Hearst grasped the Bennett idea and put emphasis upon interesting and sensational reporting of affairs of the world. It proved to be good business to do so as thousands who previously had read no newspapers subscribed to the Bennett, Pulitzer and Hearst press for entertainment if not for enlightenment.

By the beginning of the present century, a majority of newspapers were appealing to readers on the basis that they had made a divorce between news and editorial opinion. This criterion by which to judge the extent to which a newspaper performs its public function persists to this day although many changes have occurred to modify expert and lay opinion, as will be described later in this chapter. Not a multitude of independent newspapers, each expressing a different point of view and lambasting its opponents, but one newspaper, dedicated to a complete, accurate and impartial recording of the news, theoretically is what democratic society needs; and today it is that type of publication which almost every newspaper of general circulation pretends to be.

Presuming the utmost honesty of purpose on the part of every editor and publisher, that the reader should be bewildered is understandable. If he has the time or opportunity to read more than one daily newspaper, how is he to decide whether the version of Paper A or Paper B is correct? How is he to discriminate between the widely contrasting viewpoints of different columnists in the same paper? The problem goes deeper than

the probity of those who produce the copy; it is rooted in the difficulties that modern man has in ascertaining the truth about anything in a complex society. It is one of the heavy prices we pay for democracy. The denizen of a static or totalitarian nation where what is truth is determined higher up has no such trouble.

Distortion, suppression, sensationalism, unnecessary invasion of privacy and similar malpractices are in a different category. Their existence, however, cannot be explained easily by the "devil theory of editing." An editor or publisher may be thoroughly sincere in his denial that the social effects of his policies are evil. Name calling and label pinning are not effective weapons in attempts to change his opinion. Instead, careful analysis and powerful persuasion are needed. Just as the press in a democracy acts as a watchdog on government, so should social scientists act as a watchdog on the press. Publishers could do better in learning how to take such criticism; it is not to their best interests merely to ignore or deny the indictment.

Editorial Policy. Although it may provide no comfort to recognize the fact, a conservative or reactionary editorial policy—either confined to the editorial page or permeating the news columns as well—also may result from honest conviction. It is naive to accuse newspapers of venal subservience to advertisers and powerful pressure groups. Of course modern newspapers are subject to such pressures. It is the same sort of pressure to which lawmakers in Washington and in every state capital are constantly subjected by lobbyists and publicity agents for powerful interests.

The extent to which the newspaper succumbs to these influences, however, has been grossly exaggerated, and isolated incidents often are magnified far out of proportion to their actual importance. Pressure of advertisers especially is largely a myth. It does not exist because there is no necessity for it. Since the development of the linotype, rotary press and other mechanical devices, the American large city daily newspaper has become a mammoth commercial enterprise, a big business in which only the wealthy can engage. Its owners are frankly capitalists and as such could not be expected to have anything but the so-called capitalistic point of view. They do not need their heaviest advertisers to threaten them with loss of lineage should they suddenly decide to go communistic.

To explain sympathetically why the policies of most newspapers are not more liberal and progressive is not tantamount to denying that their conservatism is cause for regret or even alarm. It is unfair, however, to make a scapegoat of the press. If the undeniable trend toward its

monopolistic ownership is cause for concern, it is no more so than similar trends in every other field of commercial endeavor. The effect of its nature as a business enterprise with a devotion to the profit motive makes for honest conservatism on the part of the newspaper. The best that should be expected of it is to open its news columns to news and views which it dislikes. There are a great many papers which make a commendable effort to do so.

INFLUENCE OF THE PRESS

When, in 1936, President Roosevelt was reelected overwhelmingly despite the vigorous—and in some cases, vicious—opposition of approximately 85 per cent of the nation's newspapers, many people declared that, by being out of step with the masses, the press had forfeited its influence. As a matter of fact, innumerable scientific surveys have revealed that the direct political influence of the newspaper, even when it seems to be on the winning side, is and probably always has been negligible. After one such study, the results of which were published in 1926, but which are equally true in the late '40s, George A. Lundberg concluded:

1. That a modern commercial newspaper has little direct influence on the opinions of its readers on public questions. It probably seeks to discover and reflect that opinion rather than to make it.

2. The stand of a newspaper on public questions is a negligible factor in the reader's estimation in selecting his newspaper.

3. Only when a paper is the organ of some homogeneous group does a slight correspondence between the attitudes of the newspaper and its readers appear.

4. Newspaper opinions are perhaps themselves the products of the various forces which make opinion in a community. Of these forces, the newspaper is undoubtedly one, but its influence as such has perhaps been grossly overestimated or at least the nature of this influence has been misunderstood.

William Preston Beazell has said that the American press has been of comparatively little influence in any presidential campaign since 1896. The record of Tammany Hall in successfully defying the united opposition of all New York newspapers, with few exceptions, for more than a generation usually is pointed to as concrete evidence of the newspaper's lack of political influence. Also the success of the LaFollettes in Wisconsin for almost the same length of time with only meager newspaper sup-

port, the quarter century-long administration of Daniel W. Hoan as Socialist mayor of Milwaukee in defiance of all newspapers in that city with the exception of the *Leader*, Socialist house organ, and the successful career of the late Tom Pendergast, Kansas City Democratic boss, in the face of the almost unanimous opposition of the editors of Missouri.

One of the most important studies of political behavior was conducted by the Bureau of Applied Social Research of Columbia university in Erie county, Ohio, during the presidential campaign of 1940. The results are available in the book, *The People's Choice*, by Paul F. Lazarsfeld, Bernard Berelson and Hazel Gaudet. Among other things the study revealed that half the voters knew in May for which party they would vote and clung to that choice throughout the campaign. This finding was particularly remarkable because in May, 1940, the possible candidacy of Wendell Willkie had hardly been mentioned and President Roosevelt had not yet announced that he would seek a third term. Regarding the effect of campaign literature, including newspapers, the authors said:

... the people who did most of the reading and listening not only read and heard most of their own partisan propaganda but were also more resistant to conversion because of their strong predispositions. And the people who were most open to conversion—the ones the campaign managers most wanted to reach—read and listened least. Those inter-related facts represent the bottleneck of conversion.

These, and numerous similar conclusions of the Erie county and other studies, indicate that the power of propaganda to create or modify strong attitudes and opinions has been overrated. The effect of the newspaper on public opinion is indirect, subtle and probably often unconscious. Social scientists have not yet discovered how to measure it.

Of more importance to newspapers than their undeniable inability to influence readers' voting habits by direct persuasive appeals, are the results of several recent surveys to determine the public's attitude toward them and other media of communication. Among the most important was that conducted by *Fortune Magazine* in 1939 and confirmed in 1944. It revealed that 40 per cent of the American public gets most of its news from sources other than newspapers. One-fourth obtains its news from radio, 39 per cent believe radio does a better job whereas only 38.3 per cent put newspapers first in reliability as a news source. Forty-nine per cent think radio is freer from prejudice whereas only 17 per cent think newspapers are. Almost half of their readers believe newspapers soft-pedal news that is unfavorable to politicians or friends of the publisher or to business; 37 per cent believe that the press is not free in the sense

that it is being restrained by politicians, capitalists, government, advertisers or the predilections of the publishers themselves.

Angry denials and attacks upon their statistical accuracy followed publication of these results, and similar studies have been greeted similarly by many publishers. Perhaps the most startling findings to which every believer in democracy should pay attention were those of the National Opinion Research Center that 30 per cent of the people oppose peacetime freedom of the press and 34 oppose peacetime freedom of speech.

In the 1944 Don R. Mellett memorial lecture delivered at Kent State university, Ohio, Mark Ethridge, publisher of the *Louisville Courier-Journal*, declared:

I agree with Mr. Bernays (Edward L. Bernays, noted public relations counsel) and with others who feel and say that unless there is a better measure of reconciliation between the press and the people, the people will undertake to make their own construction of the first amendment to the Constitution and move legislatively to correct what they regard as abuses in the press. . . .

Nothing could be healthier than for newspaper publishers to arrive at an understanding of freedom of the press that coincides with the public's understanding. No sympathy exists there at the moment. The public regards it as a phony issue raised by publishers from time to time to protect their greedy interests.

There is danger in the attitude.

THE NEWSPAPER READER

Another type of public opinion poll to which newspapers might well direct attention as part of their defense against exaggerated charges that they are responsible for many social evils, is the information poll with which the National Opinion Research Center in particular has experimented. Several such polls reveal a colossal public ignorance on matters to which newspapers have devoted an abundance of space. For instance, at the height of the 1944 presidential campaign, only 35 per cent could name either vice presidential candidate. A few months after V-J Day only 8 per cent could explain the Atlantic Charter and only 25 per cent had any idea of the purposes of wartime lend-lease. During the debate on the Full Employment act, when newspapers were using front page stories on it daily, 69 per cent of the voters in the 2nd Illinois district, which includes the University of Chicago district, never had heard of it and only 8 per cent could explain it. Only 11 per cent could name their congressman.

The newspaper makes a valiant effort to combat such ignorance and indifference and the explanation of the failure of such efforts is not to be found in any loss of confidence in the press, or in its alleged shortcomings. Such information polls reveal a dangerous situation threatening American democracy, and help explain what editors mean when they say they give the public what it wants when challenged to justify the space consumed by comic strips, cheap serials and features and sensational news.

Public service journalism also must contend with the fact that before the child becomes a newspaper reader he has been subjected to the influence of a number of other social institutions which have given him a set of stereotyped impressions, prejudices and opinions which acts as a background to influence the manner in which any item of news impresses him. Given the same set of objective facts, it is a truism too trite to emphasize, a number of readers will reach widely different conclusions regarding them. What is popularly called wishful thinking leads readers to give their own meanings to accounts of human events, and there is nothing any newspaper can do about it. The problem never will be solved even if scientific mindedness becomes as widespread as Everett Dean Martin and other believers in the "rational man" think it will when educational methods are overhauled to emphasize reasoning rather than memory and the masses are many times more intelligent and enlightened than today.

CURRENT TRENDS

The task which both the friendly and unfriendly critics of the press would like to see performed seems well nigh insuperable. Nevertheless, despite his apparent indifference and confusion, the modern reader has an unmistakable yearning to know and understand, even if at little effort to himself. The success of innumerable journalistic and literary ventures proves that point. Many of the best selling "how to" books and magazine "digests" have created a superficial smug belief that one has taken a short cut to knowledge, but they demonstrate the frustration which machine age living creates and the urge to overcome it.

Two wars and a fierce depression within a half century sent their victims down many paths in search of understanding if not relief. A decade ago, when the last previous edition of this book appeared, "interpretation" was a controversial word in newspaper circles. Sports writers, music, literary and other critics and editorial writers could interpret with impunity, but in all departments handling spot news the Great God

Objectivity still was revered. Today the situation has changed radically. Newspapers have struggled to find ways to act upon the advice, among others, of Paul Hutchinson, managing editor of *The Christian Century* who wrote as follows in the *Quill* for September, 1934:

. . . the American daily newspaper faces a crisis compounded of the fact that it has to sell itself to a community composed of bewildered personalities, disillusioned personalities and awakened personalities. . . . It seems to me fair to say that the business of the newspaper is to provide its reader with a dependable and comprehensible picture of the world in which he is living. . . . The reader wants that understanding of the contemporary world. He wants it desperately . . . I do not believe that it (the newspaper) is aware of the extent to which it is creating disappointment and resentment by its failure in this regard. . . .

As a matter of fact, it is probable that this reader's bewilderment will be increased if the newspaper gives him no more than a deluge of unrelated and uninterpreted items drawn from outside the boundaries of his own previous experience. . . . The trouble is that the spot news dispatch, no matter how well done (and the American news services now have a foreign staff of extraordinarily high caliber at work in practically every capital and news center of the globe) the spot news dispatch simply does not deal with the problem of the bewildered reader . . . the editorial page operates a day in the rear of the news columns and, for another thing, its purpose is entirely different. . . .

If it is impossible for the newspaper to do this thing, then it cannot do the only thing which would justify its continued existence in our changing social order. . . . And to such journalists as may have doubts regarding the existence of this bewildered reader and his eagerness to find something that will lessen his bewilderment, may I point out the sensational success of such a journalistic experiment as the interpretative news weekly *Time*?

Newspapers awakened to the hitherto neglected importance of the *why* in the news to a large extent because of the phenomenal success of some other media of communication which exploited it. Among those media are the weekly news magazines, the pacesetter of which was *Time* about which Prof. Roscoe Ellard, now of Columbia university, wrote several years ago:

We hear about the tremendous journalistic idea of *Time* magazine. The idea is, plainly put, that a couple of bright university students recognized the principal shortcoming of most American newspapers and they capitalized on our weakness. The whole idea of *Time* magazine is that its columns assume a high degree of wide intellectual curiosity, and an almost negligible amount of public information. Practically every story is of tremendous significant news, yet every story carries its own

background. Each item assumes the abysmal ignorance of the public, and a profound desire to know.

Monthly digest magazines, radio commentators and news letters also have capitalized upon the impression, almost entirely fallacious, that they give "news behind the news" which newspapers do not print. To meet this new competition and to appeal to the reader interest which it revealed, newspapers have experimented with columns, news reviews, weekend pages, magazine supplements, pictorialization, departmentalization and numerous styles of reporting, writing and editing news. Antecedent to all of these innovations has been a steady change in point of view to conform with that expressed by Mark Ethridge in the *Quill* for March, 1936 in part as follows:

There is a demand on the part of the intelligent reader these days to know not only what is happening, but why it is happening, and how what transpires fits into the general political and social pattern. The popular acceptance of these columns (meaning so-called "background" columns in the newspapers themselves) and of such weekly reviews as *Time* and *News-Week*, are, I think, an indictment of the adequacy of news reporting and handling. . . . Developments in a situation are still treated as isolated incidents without any great attempt on the part of press associations to catch up the threads of a connected story. . . . There never was a greater demand for interpretative writing than there is at the moment.

INTERPRETATION AND SPECIALIZATION

The word which has replaced "interpretation" as the most controversial in journalistic circles is "specialization." What this means is that it no longer is a question of whether everyday news is to be written interpretatively but of who is to do the writing? Is it to be the traditional reportorial jack-of-all-trades or a staff member who devotes his attention to a particular field of interest, as sports writers, political editors and foreign correspondents have done for many years?

The trend is unmistakably toward staff specialization as newspapers are coming to recognize that there are more and more fields demanding expert handling. It was not many years ago that the need was admitted for specially trained writers to handle news of science. More recently there has been a search for trained reporters of labor news and still more recently for reporters who know enough about sociology and psychology to understand "the news behind the news" of city planning, race prejudice, divorce, juvenile delinquency, mental hygiene and kindred subjects.

Although the day undoubtedly is close at hand when newspapers will hire school of journalism graduates on the basis of the specialties which

they have developed during their years of academic training, it probably always will remain true that, as in medicine, a versatile internship will be needed to supplement the "book learning" and to complete the future specialist's preparation. Consequently, it is imperative for the interpretative reporter of the future to learn the orthodox old rules before he is ready to practice the new ones. The old rules will remain valid also because there always will be a quantity of news which does not lend itself to interpretation. More important, interpretative reporting and writing is more a matter of point of view and content than it is of reportorial routine or writing style.

This book is intended as a guide to students in mastering the standard techniques of reporting and writing news, which are unlikely to change, plus the first steps to be taken, before and during cubhood, leading to the heavy specialized interpretative reporting for which the demand is increasing constantly. The stock questions, many of them with an ethical implication such as how interpretation differs from editorializing or "coloring," will be answered in due course.

CHAPTER II

OPPORTUNITIES, FANCIED AND REAL

THE NOSE FOR NEWS

The newspaper reporter strikes the highest note of happiness and excitement in the human scale. I have yet to find a reporter who willingly left his job for one more lucrative in another field. Yet they all do for the truth is, the skilled reporter is worth more than the profession pays him and he soon finds it out and goes to other fields. He quits romance for dollars with regret.

The job of reporting is romantic for the simple reason that it daily twangs all the chords of emotion. A click of the telegraph key may send a reporter up a gangplank on the first lap of a journey to remote Kamchatka. A simple police blotter entry may give him first scent of a murder that will rock the nation.

The reporter is angling daily in the vast reservoir of potential thrills. He deals with the stuff that is "stranger than fiction."

The real reporter is a strange animal. In appearance he is often shiftless and cynical. In unimportant matters he is at times unreliable. He is given to romancing with his fellows. His manner of living does not always click with conventions.

Yet when the test comes—when the big story breaks—he galvanizes instantly into the most dynamic and efficient of human beings. His poses and artificialities are gone. He quivers for the chase. He is a news-hound.

—O. O. McIntyre in *Cosmopolitan*

A REPORTER'S CODE

I am not one of the chosen, nor am I set apart from other mortals by the responsibility of my position as public servant. I would preserve a humility untainted by the vanity and futile conceit, the obnoxious arrogance which is often acquired with a realization of the power of the press.

Thus protected from myself, I would pursue my duty as I saw it, in the name of society, to find, write and produce the news with a maximum of verity and sincerity of purpose, and without bias or prejudice, or hope of personal gain.

—Alice Haldeman-Julius, journalism student, University of Kansas

- I. Some Misconceptions
 1. The Newspaper's Purpose
 2. The Romance of Journalism
 3. Working Conditions
 4. Stepping Stones
- II. What Newspaper Work DOES Offer
 1. Opportunity for Authorship
 2. An Educational Adventure

BECAUSE THEY ENTER NEWS-paper work with an inadequate or incorrect understanding of its nature and of the opportunities which it offers them, altogether too many young college-trained men and women become discouraged, disillusioned and perhaps cynical and quit the news room for some allied journalistic field, as publicity or advertising, to make a try at magazine or fiction writing or to seek their fortunes in some line of work entirely different from that for which they trained themselves while in school.

SOME MISCONCEPTIONS

Foremost among the misconceptions which are the basis for this lamentable situation perhaps are the following:

1. That the newspaper has no other excuse for existence except public service, the role of the college-trained newspaperman being to "reform" it of any tendencies in other directions.

2. That the newspaperman has a thrilling existence, each day being packed with romantic adventure during which he hobnobs with greatness and crams himself full of "inside dope" which he never could pass on to the unsuspecting public.

3. That, although the beginner's financial reward is slight, superior ability is recognized and rewarded, there being plenty of room at the top for the successors to Arthur Brisbane, who earned \$160,000 a year.

4. That (antithetically) newspaper work should be regarded as nothing but a stepping stone to something more lucrative in an allied journalistic or other field and that reporting is excellent training for almost any other kind of work and affords one the opportunity of making contacts which will be valuable when the time comes.

Any young person who enters newspaper work with one of these or some other fallacious idea obtained, perhaps, from the motion pictures or from much bad writing about journalism (a great deal of it by newspapermen themselves) is headed toward a series of hard knocks, if not absolute failure. If, however, he "has his eyes open" and is forewarned as to what to expect, he will have fewer regrets. If he knows, furthermore,

not only what newspaper work does NOT offer but, more importantly, what it DOES offer, he will appreciate the following statement of Edwin C. Hill when he returned to the New York *Sun* after a spell in Hollywood:

I am a newspaperman and a real newspaperman never will be contented in another job. My associations were pleasant with the movie company and I liked the work, but I got homesick to see my stuff in print. I missed the spirit of the city room. I flattered myself that I could get my old job back, and when I did I breathed a sigh of relief.

It is true that because of his training a newspaperman can go into other more lucrative fields. He is eminently fitted for a great variety of positions. But it seems to me that if a newspaperman is happy in his job—and if he is, he usually is a good newspaperman—he can find contentment and satisfaction without breaking out into other fields. He can make a comfortable living, and the happiness he gets out of enjoying his job is a great recompense.

It is the purpose of this chapter, as far as is possible, to put straight the young person just beginning to train himself for newspaper work as to what the newspaper business is like, and what he should expect from it. First, as to the four major fallacies already mentioned:

The Newspaper's Purpose. The newspaper is a business enterprise. It manufactures a product, news, which it sells to the public in the hope that so many readers will like it that other businessmen can be induced to rent space in its columns to announce their wares and thus provide the newspaper with its chief source of income—advertising revenue.

The newspaper is ethical and a public servant largely to the extent that the public demands that it shall be. Moral codes, whether for individuals or corporations, are socially determined and differ in different societies at any given time and in the same society at different periods. It is, therefore, irrational to expect the newspaper to adhere to any other standards than those which other businesses observe. As a matter of fact there is not a newspaperman whose experience has brought him into close contact with men and women in all walks of life who wouldn't defend his calling against a charge of being less ethical than any other. The very nature of the newspaper product, its strong and weak points being on public display in black type daily, tends to "put it on the spot," to use a popular slang phrase, with the result that the newspaper probably lives up to the "he profits most who serves best" principle more than do a majority of other businesses.

There is, furthermore, a struggle for existence with the resultant survival of the fittest, among newspapers as in nature. The Bennetts, Pulitzer and Hearst successfully capitalized upon the growth of literacy and

democracy, but when Pulitzer's *World* withdrew from competition with Hearst in seeking mass circulation through sensationalism, it failed. John Corbin accredits this journalistic tragedy to the fact that the *World* not only reacted from sensationalism but also neglected to fulfill the sole function of a conservative newspaper, that of giving an adequate presentation of the news. The *New York Times*, on the other hand, never popularized itself but became the most nearly complete chronicle of daily occurrences throughout the world and is today perhaps America's most influential and successful newspaper enterprise despite its comparatively small circulation.

Many critics deplore the growth of nationwide syndicates and of chain ownership of newspaper properties, both relatively recent developments. The defense from a social viewpoint of both the syndicate and the chain newspaper is that they make available to readers of newspapers in small communities material of a quality which otherwise would not reach such clienteles. For this reason, and because of the economies which come from large-scale production, the syndicates and the chains are firmly established and successful; they have, in other words, survived.

It is consumer demand which is responsible for most journalistic practices which critics dislike. Popular heroes and others possessing information which the public will consume ravenously are hounded until many wish they could escape to some other country to obtain greater privacy. In most instances, however, the frequently headlined actor, athlete, club woman or politician is as eager to obtain the publicity as the reader is to see it in print. Only when his own life is directly affected does the average person become scrupulous about the press' invasion of privacy. Nevertheless, there is an undeniable growth of sentiment among men and women in public life, and consequently frequently in the news, that if the newspaper is to be regarded solely as a business, it should be subjected to legal regulations as are most other businesses. So far the newspaper has been successful in defeating all overt attempts to restrict its activities, by charging violation of the constitutional right of freedom of the press. At the same time, however, serious warnings have come from within the newspaper ownership group itself that, to avoid more serious attempts at curtailment of the liberty of newspapers to produce their product as they see fit, public indignation against sensationalism and other shortcomings of the press must be met through internal reform.

As for the average reader, although he may complain about his newspaper and dismiss every item it contains as "just a newspaper story," he is lackadaisical when it comes to doing anything about the situation.

"Their reactions are those of an oyster unless one of their deep prejudices is offended, such as a religious or class matter, a job, a pension, a privilege or a racket," wrote William Feather about the American newspaper reading public in the May, 1936 *Atlantic Monthly*. Of the same public's taste in reading matter he said:

The complete destruction of the Congressional Library or the British Museum would cause less genuine dismay and conversation throughout the so-called civilized world than the death of one of the quintuplets.

And of the subjects which lead readers to write letters to the newspapers either in approbation or disapproval, he declared:

Generally speaking, a writer can knock farmers, Protestants, politicians, plutocrats, university presidents, professors in non-denominational schools, Wall street, bankers, authors of books, college undergraduates, Great Britain or symphonic music without annoying the kind of people who write nasty letters. On the other hand it is dangerous to mock chiropractors, osteopaths, insurance companies, Jews, Catholics, Christian Scientists, newspapers or women. These groups seem to be on the defensive and will not only write letters but, unless you are sufficiently humble in apologies, attempt to put you out of business.

On the same subject Howard Vincent O'Brien said:

As to what the reading public is most hungry for, I find that pathos comes first, humor second, with "big thoughts" (economics, politics, etc.) trailing badly. Judging from letters I get—and I get a good many—I have come to the conclusion that my only service in this world is being able to put into words what a lot of people think, but are unable to express.

Norman Angell takes an understanding attitude toward the press in his *The Press and the Organization of Society* when he writes:

In a civilization increasingly complex and difficult to manage, demanding, not only a rising level of intelligence but of character—the capacity to discipline certain instincts which, undisciplined, become anti-social and destructive—newspapers are compelled for the profits which are the condition of their existence increasingly to appeal to the most easily aroused interests of readers; to pander to the instincts and emotions that can be most rapidly excited and to "first" instead of the "second" thought, irrespective of the social outcome of the tendency or temper thus created. Since the most rapidly aroused emotion is often the most anti-social and the first thought, as opposed to the second, a prejudice, this competitive process sets up a progressive debasement of the public mind and judgment; of that capacity to decide wisely and truly

which is, in the last resort, the thing upon which the well-working of society must depend.

Thus, it is apparent that the trend toward more interpretative handling of the news, as explained in the preceding chapter, is the result of newspapers' having learned that such journalism is profitable. Reader demand forces such changes, not through direct pressure on the newspapers (readers' reticence about exerting their influence already has been mentioned) but through patronage of other media of disseminating information. The avidity of readers for the sensational in the news and for the extraneous features of which an increasing amount is to be found in the contemporary newspaper, is evidence of failure on the part of the press adequately to meet the needs of the public as regards legitimate news.

If this realistic picture of the modern newspaper as a business enterprise rather than a philanthropy or public utility is discouraging to some youngsters considering journalism as a career, it may serve the purpose of eliminating many a misfit the shattering of whose illusions after a year or two in a newspaper plant otherwise would be tragic; also to attract those whose zeal to reform the world is capable of being governed by tact. A young man or woman who knows what he is getting into is more likely not to suffer shock and disillusionment and to retain and practice his ideals. The newspapers of the United States at present are doing a much better job than anyone has a right to expect of them. They can do a better job in the future, and the influx of college-trained journalists should be a factor in their attempt to educate the public into accepting a higher type of newspaper product.

A further word, however, should be said about the fate of some crusading newspapermen who have fought the good fight against odds only to fail to obtain the public support to which they were entitled. Most notable of such cases in the past quarter century was that of Don R. Mellett, thirty-five years old, editor of the Canton (Ohio) *News*. Mellett ruthlessly exposed the connection between Canton's organized underworld and leading city politicians. As a result of his exposé the governor of the state removed the mayor of Canton from office. Then, July 16, 1926, Mellett was murdered, the mayor and his henchmen ran for office again and were reelected. To perpetuate the memory of Don R. Mellett a foundation was established to sponsor a yearly lecture extolling his martyrdom. In his Mellett lecture, entitled "Local Government and the Press," several years ago, the late Marlen E. Pew, editor of *Editor and*

Publisher, asked why the decent, God-fearing, intelligent men and women of Canton refused to support Mellett and added in description of them:

Many a trifle amused, some perhaps a little ashamed, a large number doubtless secretly calling Don a fool for risking himself—a cowardly crowd, brutally cold, amazingly disinterested in affairs that might any day bring tragedy, shame or loathesome disease to any Canton hearthstone.

Another editor and publisher, Harry B. Haines, of the Paterson (N. J.) *Evening News*, after years of attempting to “clean up” his community, concluded:

Crusading is a rich man’s game, especially in a community the size of Paterson. You lose advertising, you lose circulation, you even lose prestige. People begin thinking you have a personal axe to grind, and that the publisher himself is working for some ulterior motive. And when you have thwarted the plans of scheming politicians and have saved the city or county millions of dollars—what happens? No one gives a damn! The friends appreciate the service you have done for a few minutes, and then forget it immediately and completely. But the enemies you have made never forget. No, and neither do their brothers, sisters, fellow lodge members, and everybody else connected with the culprit or culprits. The good will you generate in a crusade is short and fleeting, and the ill-will lasts forever.

I have discovered that the people hate a crusader and love a pussy-footer. Since I adopted my new policy of barring crusading, everything is running along smoothly and without any fuss or bother. I used to have a string of politicians a block long waiting outside this office to argue and threaten and express their contempt or elucidate their ambitious plans. Now it is quiet. Everything is routine. Everybody slaps you on the back and says you’re a good fellow. We just shut our eyes to everything, and then everybody’s happy.

Another factor, which those who criticize the newspaper for not being a public spirited profession instead of a business overlook, is the extent to which individuals and organizations frequently in the news have perfected their own relations with the press to insure that only favorable information be obtained by newsgatherers. In the early days of mass appeal journalism, politicians, businessmen and others didn’t know how to deal with the press; hence, the rollicking adventures and scoops which cast a glamorous aura about the job of reporting which persists until this day.

In the next section the edge will be taken off the conception of newspaper work as a diurnal romantic adventure. In connection with the sub-

ject of why the newspaper seems not to be so enterprising in exposing corruption in whatever high places it may be found, however, a brief description of the methods used by those occupying those high places to obtain favorable, and to avoid unfavorable, mention in the newspapers is essential.

To see an important person close to a news event today it is necessary almost to break into his office or home with dynamite or a set of burglar's tools or to waylay him in some obscure place. This situation, of course, is worse in metropolitan centers, but even in small communities today there is hardly a large commercial institution or civic organization which does not have a press agent or publicity director to act as a buffer between the news source and the press. Not only are editorial desks flooded each day with mailbags full of free publicity, but the reporter calling for an item of news may be handed a carbon copied press release and be refused a personal interview with anyone who might be able to supply additional information on the matter.

Under such conditions complete and accurate reporting of much of the news is virtually impossible. It may not be so bad as the censorship which handicaps foreign correspondents in almost any other nation in the world, because the reporter cannot be stopped legally from digging up whatever facts he can in other ways. However, no newspaper is able to maintain a staff of trained detectives such as would be needed to conduct the investigations some critics seem to think it should. Every difficulty which a congressional committee, attempting to get at the bottom of what seems to be a public scandal, meets is encountered by the reporter, and then some; he does not have the power to issue subpoenas duces tecum or to compel news sources to talk. The newspaper doesn't print more "inside dope" primarily because it doesn't possess it. A reporter is the last person to whom anyone is going to "spill" anything which might be detrimental to his own interests, and men in public life have learned that the quickest way to disarm a newspaperman and insure one's self against publication of an unpleasant fact is to elicit from the reporter a promise of confidence before divulging anything. Then he talks "off the record" and the best the reporter may be able to get is permission to use the material as coming from "a source close to —."

To make more difficult the task of the newspaper which honestly seeks the truth and tries to soft pedal so-called "puff" material, is the development of a new expert in mass psychology who calls himself a public relations counsel. This creature, according to the foremost living one—Edward L. Bernays of New York, nephew of the great Sigmund Freud—

"interprets the client to the public which he is enabled to do in part because he interprets the public to his client."

An excellent example of how the public relations counsel successfully advises his client how to act so that the newspapers cannot avoid recording his actions was the Bernays-inspired Light's Golden Jubilee many years ago at Dearborn, Mich. Ostensibly to honor the late great Thomas A. Edison on the fiftieth anniversary of his invention of the incandescent lamp, the celebration actually was a publicity stunt for the electric light industry. When the president of the United States and many of the country's leading industrialists, scientists and politicians attended, how could the press ignore the occasion, or even minimize it?

More recently the intrepid aviatrix, the late Mrs. Amelia Earhart Putnam, made the first solo flight by a woman from Honolulu to Oakland, Calif. Her progress was reported on the front pages of newspapers from the Atlantic to the Pacific hour by hour, almost minute by minute. A few days later it was learned that Miss Earhart had made the trip, not primarily in the interest of science but as a paid-for publicity stunt sponsored by the Pan-Pacific Press bureau, a public relations organization sponsored by Hawaiian sugar growers who desire admittance into the union of the island territory as the forty-ninth state, to avoid present tariff restrictions. What was the newspaper to do in this case? The flight was made and was news; yet, its purpose was publicity.

That Mr. Bernays' psychology is eminently sound, regardless of how socially valuable his economics may be, is evidenced in his two books, *Propaganda* and *Crystallizing Public Opinion*. The following quotation from the latter is part of his explanation and justification of himself and his calling:

It is his (meaning the public relations counsel) capacity for crystallizing the obscure tendencies of the public mind before they have reached definite expression which makes him so valuable.

His ability to create those symbols to which the public is ready to respond; his ability to know and to analyze those reactions which the public is ready to give; his ability to find those stereotypes, individual and community, which will bring favorable responses; his ability to speak in the language of his audience and to receive from it a favorable reception are his contributions.

The appeal to the instincts and the universal desires is the basic method through which he produces his results. . . .

The only difference between propaganda and education really is in the point of view. The advocacy of what we believe in is education. The advocacy of what we don't believe in is propaganda.

The well-organized attempts of interested parties both to keep out of the news anything unfavorable to them and to obtain a constant stream of favorable publicity, therefore, presents an obstacle which is almost unsurmountable to the socially-minded editor or publisher. The same interests which long ago learned the value of lobbying and other forms of pressure in the legislative halls also have recognized the value of propaganda through the newspapers. The "good" people who resent their successes confine their objections to after dinner conversations or to an occasional club resolution or letter to the editor.

The picture of the vassal press painted by Holt and other critics, such as Upton Sinclair, Oswald Garrison Villard, Silas Bent and George Seldes, is on the whole greatly exaggerated, and these writers fail to give adequate value to the social forces which determine what the institution of the newspaper is to be. If they had that viewpoint, they would be much more sympathetic and would realize that the American press actually is doing an exceptionally fine job against tremendous odds. The young man or woman entering newspaper work needs the same understanding of the realities of social, economic and political life to be fortified against cynicism and discouragement. These young people cannot reform the press overnight, but if they understand what it's all about and why, they can be a mighty influence.

The Romance of Journalism. The newspaperman who elbows his way through the crowd at the scene of an accident or fire, flashing his police card and gaining access to important personages, is an object of awe. Whereas the average citizen is acquainted with his barber, his doctor, his lawyer and his minister by name (some of them by their first names), the writers for his favorite newspaper generally remain unknown. At least they are only by-lines. The ordinary reader seldom recognizes a newspaperman on the street car or in society; he almost never knows one well enough to invite him to his home.

Because newspapermen are so few in number by comparison with members of other businesses in any community, and because so much of the news which they report and write seems so exciting to seekers of vicarious adventure, and because popular fiction, the motion picture and the stage have contributed to the creation of an illusion, an aura of romantic mystery has come to surround the newspaper business. Too many young people seek and obtain jobs as reporters expecting their work to be a daily routine of thrilling experiences only to be sadly disappointed.

Gathered second hand after the event, through personal interviews or by telephone, a major portion of the news with which the beginning

reporter comes in contact is routine, comparatively unimportant and, after a while, dull and insignificant to him unless he has the proper attitude toward his calling. Interesting newspaper work unquestionably is or can be made; also, extremely valuable each day, as will be explained later. Packed full of exciting chases and dangerous exploits, however, it is not. By the time the cub reaches the stage in his development where he can be entrusted with major assignments, such as an important crime or court case, a flood or other important disaster, or foreign war correspondence, to have survived he will have had to get over his conception of newspaper work as a Royal Road to Romance. The newspapermen who have written memoirs which tend to create the impression that the Richard Harding Davis days still exist have, by careful selection of details in their careers, created the impression that they have been the exceptions to the rules, which every beginner hopes to be. Furthermore, these reporter-romanticists, who are writing for popular consumption, discover a great deal of the romance which was theirs through retrospect. At the time of occurrence many of their experiences didn't seem so adventuresome as they did when the time came to put them into a book. There is nothing more boring than to listen to the average prominent newspaperman spin his tales; the writer has yet to encounter one who knows when to sit down as an after dinner speaker.

"Most newspaper jobs are obtained in a very humdrum manner, quite as unexciting as routine newspaper work itself," William D. Ogdon has correctly said. Managing editors may have desks full of application letters, but the cub who lands usually is the one who has the good fortune to appear at just the right moment, when a vacancy has occurred, or who comes recommended by some influential friend of the paper's. There is little or no personnel work in connection with newspaper hiring and far too little cooperation between newspapers and schools of journalism. The aspiring cub who stumbles across the scoop of the century, brings his information to the city desk and becomes a star reporter immediately, is to be found only in spurious fiction regarding newspaper life.

Likewise, the newspaperman who realizes the dream of all of his craft—that of being on the scene when a big story breaks—is a rarity. Carlos Hurd of the St. Louis *Post-Dispatch* is one of those who had such an experience when in 1912 he was returning from Europe on the *Carpathia* and observed the work of rescuing victims of the ill-fated *Titanic*. Others included: William F. Warnecke, the New York *World* photographer, who arrived late and had his camera focused on Mayor Gaynor of New York just as an assassin's bullet struck his subject; Agnes M. Prince, society

editor of the Pottstown (Pa.) *Mercury* who was on the Morro Castle when it sank off New Jersey in September, 1934; Leonard Coatsworth, Tacoma *News-Tribune* reporter who was on the Narrows bridge when it collapsed in November, 1940, and the Associated Press man on whose shoulder Giuseppe Zangara rested the revolver with which he killed Mayor Anton J. Cermak of Chicago and attempted to assassinate President-elect Franklin D. Roosevelt early in 1933 at Miami, Fla. The most outstanding incident of this sort, of course, was the Hindenburg zeppelin disaster in May, 1937, when reporters and photographers were present for what they thought would be a routine landing.

Such incidents, however, are infrequent indeed and a good many newspapermen come to share the opinion of Tom Wallace, editor of the Louisville *Times*, that "A life sentence to journalism is like a life sentence in a penitentiary." Even such a major scoop as that of the Associated Press on the deaths in an Alaskan air crash of Wiley Post and Will Rogers is largely a matter of routine; in that case the A. P. man at Seattle just happened to call the government signal corps at Edmonton at the right time. Death watches by reporters waiting for an important personage to breathe his last are long hours of dreary waiting which aren't even rewarded by the privilege of writing the story. That is the responsibility of a rewrite man who never leaves the office but sits at his typewriter producing live, interesting copy about events of which neither he nor the reporter phoning him the details was an eye witness.

Working Conditions. With the virtual disappearance of whatever swashbuckling romance there may have been in newspaper reporting during the days of Richard Harding Davis and the cubhood of Irvin S. Cobb, and with the rise of the public relations counsel and development of newspaper production methods so that no scoop survives much longer than a single edition, members of the editorial departments of the nation's newspapers have grown more and more aware of the fact that, by comparison with employes in other departments, their financial remuneration is meager and their hours of work excessive.

Because the editorial department brings in no revenue, the newspaper publisher is justified in regarding it as essential overhead to be kept as low as possible. The monetary advantage to the newspaper property of a first rate reporter is largely intangible, and in the past the advantages which reportorial work offers were supposed to offset the poor working conditions. Nevertheless, there was grumbling in the editorial department which crystallized during the days of the abortive National Industrial Recovery act in the establishment of the first labor union of editorial

workers ever able to gain a foothold. Called the American Newspaper Guild this organization in 1936 affiliated with the American Federation of Labor and in 1937 with the Committee for Industrial Organization, now the Congress of Industrial Organizations. Since the Guild is an industrial union, membership is open to employes in all departments of newspapers, press associations, photo agencies, editorial syndicates, feature services and news magazines. Actually, however, the great bulk of its membership (about 25,000 in May, 1948) consists of newspaper editorial department workers.

Although the American Newspaper Publishers' association never rescinded a resolution, passed in 1936, against its members' signing contracts with units of the Guild, in July, 1947, there were 220 such contracts in effect, and 119 of them provided for a Guild (closed) shop and 45 others contained maintenance of membership clauses. In about one-half of the newspaper contracts the minimum weekly salary for a reporter with three years' experience was \$65 or more per week. In New York, St. Louis and Washington it reached \$100 and there were fourteen contracts providing \$140 for writers and some editors on magazines. The basic minimum for wire services was \$77.50. The minimum salary for an inexperienced beginner usually is approximately 50 per cent of the top minimum.

In addition to a weekly base pay of \$50 and a top minimum to \$100 for reporters on all newspapers, no matter what size or where published, the Guild also seeks: four weeks' vacation with pay after three years; elimination of differentials between the salaries of men and women; elimination of differentials based on geographic, population or circulation; severance pay not only on discharge but also in the event of retirement, resignation or death, and insurance for workers and their families against the hazards of illness and old age.

By comparison with those of pre-Guild days, present salaries and working conditions are phenomenal. In 1934 the minimum scale proposed for the daily newspaper publishing code under the NRA was as follows:

In cities of less than 25,000 population—minimum salary, \$12 a week; for learners, \$8.40.

In cities between 25,000 and 50,000 population—minimum salary, \$14 a week; for learners, \$9.80.

In cities between 50,000 and 250,000 population—minimum salary, \$16 a week; for learners, \$11.20.

In cities between 250,000 and 500,000 population—minimum salary, \$20 a week; for learners, \$14.

In cities over 750,000 population—minimum salary, \$25 a week; for learners, \$17.50.

It was publication of this proposed code which gave impetus to organization of the Guild and caused many white collar editorial workers to abandon their traditional prejudice against considering themselves as members of the laboring class.

Guildsman or not the reporter benefits from the Fair Labor Standards act, establishing the 40-hour week, and for other protective labor legislation. Newspaper publishers have waged a vigorous but losing legal battle to have editorial department workers declared exempt from such laws, both on the grounds that the freedom of the press clause of the Constitution otherwise would be violated and by contending that such workers are professional people. So far the courts have refused to accept either argument. In January, 1944, in a case involving the Jackson (Tenn.) *Sun*, the Sixth U.S. Circuit Court of Appeals ruled:

It was shown, and it is perhaps common knowledge that few newspaper employes are graduates of specialized schools of journalism. Newspaper reporters have not generally been recognized as members of the learned professions; we know of no state that requires of them an examination for competence or license to practice; and there are editors of long experience and trained judgment who, agreeing that the proper study of mankind is man, likewise believe that the only practical school of journalism is the newspaper office.

Adversely criticizing this decision in his "Shop Talk at Thirty" column in *Editor and Publisher* for Jan. 29, 1944, Arthur Robb estimated that "more than 50 per cent of the men and women holding responsible editorial places on American newspapers in 1944 have had the specialized school training for journalism that the court's opinion denies." Although no reliable statistics exist to verify this estimate, there is no doubt that the trend toward giving preference in hiring to journalism school graduates has accelerated greatly during the past decade. Old-timers who insist that the best preparation for a successful journalistic career is as a newsroom copy boy rapidly are becoming a negligible minority. Likewise, the specialized training provided by journalism schools is coming to be recognized as better than that contained in a general liberal arts course.

Schools of journalism presumably "came of age" in 1947 when the

accrediting program of the American Council on Education for Journalism got underway. This marked the culmination of almost a decade's work to establish standards whereby the quality of college instruction in journalism might be judged. Represented on the council and sharing the expense of the project are the American Association of Schools and Departments of Journalism; the American Newspaper Publishers' association; the American Society of Newspaper Editors; the Southern Newspaper Publishers' association; the National Editorial association and the Inland Daily Press association. Before the visitations began, a number of leading newspaper executives were known to have declared that, once the program was completed, they intended to employ only graduates of accredited schools.

Despite the great improvements of recent years the highest salaries paid to editorial department executives or writers still are much lower, on the average, than those received by highups in other departments. This fact is impressed each year when the ways and means committee of the national House of Representatives makes public the list of high salaries received by officials in all businesses. Although the names of many persons affiliated with newspapers appear on these lists, they are largely those of business managers, advertising managers and corporation officers.

A further discouragement to youngsters who enter reportorial work in the hope of some day owning their own newspapers is the ever increasing cost of starting or buying a newspaper property and the nepotism which exists as newspaper owners are training their sons or other relatives to succeed them. Consolidations and the growth of chains increase the difficulties of gaining the publisher's chair via the news room. Fortunately, most of those who enter editorial work are not ambitious to become business managers, their interests being to find the most lucrative ways of getting a substantial reward for their ability with the pen (or typewriter).

No discussion of the opportunities of newspaper work would be complete without special mention of the situation as regards women. As is true of most other occupations, newspaper journalism discriminates against its feminine members. Although they are sharing in the better wages and shorter hours of the past few years, they still, on the whole, receive less money than do men for similar work; and there is a prejudice against hiring them because of their tendency to resign to be married after a few months or years. Another old prejudice against them—that they cannot handle many assignments so effectively as men—disappeared in hun-

dreds of newspaper offices during World War II when the girls took over servicemen's jobs and proved the opposite. It was a striking testimonial to their ability that there was no wholesale discharge of women at war's end. Quite the contrary, out of appreciation for their services, other places usually were found for them when the men came back to their old jobs. Many superior males came to realize that Ishbel Ross was not exaggerating in *Ladies of the Press*.

Stepping Stones. Despite the improved working conditions in the news room and the likelihood of an increased demand in the near future for better trained reporters and writers, there probably will continue for some time an influx into newspaper work of young men and women who regard their experiences therein merely as preparation for something better later on, agreeing with Chester T. Crowell, who wrote several years ago that, "to rise means to get out of the so-called profession altogether." or with William Bolitho, whom Walter Duranty quotes in *I Write As I Please* as having said: "Look at the French saying, 'Journalism leads to everything as long as you get out of it.' That's the point—newspaper work is a stepping stone but not a real career, except for the one per cent who work up to be executives of some sort."

Of the young person who says he is entering newspaper work only temporarily in search of a stepping stone, it may be fairly asked: "a stepping stone to what?" Usually the answer will be "to writing." What kind of writing? Oh, short stories, magazine articles, a little poetry perhaps and then novels and, of course, the play which every newspaperman knows he has in his system.

Regarding the literary value of newspaper work, opinion differs. Isaac F. Marcossou, famous newspaper correspondent, magazine writer and book author, believes there is "no better preparation for writing," and adds that he means the opportunities for gathering material to be used in later authorship are unequalled in any other profession. In *Adventures in Interviewing* he explains:

The human nature written on the police blotter is no less revealing than the life disclosed on the register of the gilded hotel. The men who produce the best fiction are those who have been through the reportorial mill.

Marcossou also quotes George Horace Lorimer, for more than a quarter century editor of the *Saturday Evening Post*, as follows:

I believe that a newspaper training is almost necessary to the man who wants to write for the magazines. The daily newspaper sustains the

same relation to the young writer as the hospital to the medical student. It is the first great school of practical experience. Take almost any of the men who are doing good work today and you will find that they have been reporters. Newspaper training teaches three invaluable things: to do what you are told to do; to do it quickly; and that there are no excuses for not doing it. Then a man who writes for the magazines today should have a trained news sense.

On the other hand, the late Henry Justin Smith, managing editor of the Chicago *Daily News*, which under its former ownership produced more successful writers than any other American newspaper, believed that literary geniuses should avoid the news room because of the virtual certainty that they will be failures. After pointing to the examples of Walt Whitman, Bret Harte, Mark Twain, Lafcadio Hearn, Stephen Crane, Eugene Field, Ben Hecht, Carl Sandburg, Edna Ferber and Willa Cather, all of whom he said were reportorial failures, he remarked in *It's the Way It's Written*:

Many men of genius have been eager to enter the newspaper business and most of them have got out as soon as they could. We have demonstrated that they seldom make good reporters and that some appear to have been of little mortal use anywhere outside the realm of dreams. . . .

A good deal of rhetoric has been spilled about the alleged kinship between literature and newspapers, but mostly, I fear, to little purpose. It is true that journalism may partake of the artistic motive. To the extent that it looks eagerly upon human life, seeking to perceive and to picture the tremendous facts of that tragedy, it parallels the efforts of sincere poets, novelists and historians. But when the research ends, and the report is to be made, the two methods, journalism and art, begin to diverge. Art selects; journalism completes. The newspaper offers "all that's fit to print," while literature retains only those facts essential to beauty, vigor or harmony. It is useless, then, to expect great literature in your newspaper, except what might be called a happy accident. It is equally vain—and has been proved so—to expect that men born to detect the great symbolisms in life, or men able to portray beauty in the abstract, or men to whom an original phrase looks bigger than a set of facts, shall be more than a perishable part of the newspaper edifice.

The advice of Sinclair Lewis, first American author ever to receive the Nobel prize for literature, to the young writer is to contemplate a dual profession: that is, to obtain employment assuring him a steady income while learning to write and finding a market for his product. "But," he cautions in the *Yale Literary Magazine* for February, 1936, "I would like to keep him out of advertising, journalism and the teaching of literature, if possible, because they are too much akin to his writing."

Regardless of whether they were successful reporters and whether

their experience in observing life at first hand and their training in writing helped them, a number of leading American writers obtained their starts in newspaper work. In addition to those already mentioned, among these were: Kathleen Norris, Peter B. Kyne, Theodore Dreiser, James Oliver Curwood, Irvin S. Cobb, Octavus R. Cohen, Sophie Kerr, Henry L. Mencken, H. C. Witwer, Channing Pollock, Zona Gale, Will Levington Comfort, O. Henry (William Sydney Porter), Frank W. O'Malley, Robert H. Davis, Richard Harding Davis, Garet Garrett, Ring W. Lardner, Heywood Broun, James Branch Cabell, Sherwood Anderson and George A. Dorsey.

The cruel fact is that a large number of those who enter newspaper work thinking they are going to become writers never do. Richard Owen Boyer satirically told the story of such as these in the *American Mercury* for January, 1929:

Journalism is the one vocation which is commonly entered "temporarily." It is going to serve merely as a stepping stone to something better—oh, much better! The young sentimentalist who plunges in will remain, he thinks, for but a year or two; through it he will learn life, through it he will learn to write, and when his short term as a reporter is done, he will blossom into the world as a critic, an essayist, a novelist. Or, if he is a bit less callow, he enters because he has heard that one forms many invaluable connections as a reporter and hopes that through one of them he will find some lucrative and easy position, closed to him by any other route, or perhaps he comes in simply because he can think of nothing easier to do and wishes to look around a space before tackling something more solid, dignified and profitable.

The reason why most of those who enter newspaper work with this point of view never realize their ambitions, according to Boyer, is laziness and easy discouragement; also an incurable romanticism which he says is to be found under the surface of even the "roughest, gruffest, toughest old police reporter," and the intense love of the business which they acquire, no matter how much they curse it.

A rather middle-of-the-road point of view is that of Henry L. Mencken:

The fact is that the training which journalism has to offer the young writer is good only so far, and that after that it probably does him far more harm than good. It teaches him, while he is still green and timid, how to get his thoughts upon paper, quickly and with reasonable clarity. It teaches him to see what is before his eyes, and to remember what his ears hear. But when it has gone that far it can go very little farther. The elements that make for genuinely distinguished writing are not only not

taught in newspaper offices; in most such offices they are not even heard of. The easy facility of the old reporter is not based upon good writing but upon bad writing. He can work so fast simply because he works with rubber stamps. What he writes today he writes again, with very few changes, tomorrow. Has he a style? Then it is the same sort of style that you will find in radio announcers and itinerant evangelists.

WHAT NEWSPAPER WORK DOES OFFER

It is now time to stop puncturing the illusions with which most young people enter newspaper work and to present a more encouraging picture of what the news room *does* offer.

Opportunities for Authorship. First, to continue the discussion of the opportunities for authorship connected with reportorial work, the success of scores of newspapermen proves that such opportunities exist provided the young writer does not consider himself a second Shakespeare, Goethe or Ibsen. The kind of writing which newspaper work facilitates is exemplified by the work of Henry Justin Smith himself, the same Mr. Smith who, probably correctly, said that the literary genius is out of place in the city room. Mr. Smith not only wrote several of the best novels based on newspaper work but also collaborated with a colleague, Lloyd Lewis, in a history of Chicago.

Under Mr. Smith's training Meyer Levin obtained routine reportorial experiences which he used as the basis for a fascinating piece of fiction. Max Miller's story of how he covered the San Diego waterfront was a best seller. Few other good stories of newspaper life, however, have been written either by newspaper people or anyone else. Those who have been graduated from the city room into magazine writing or literature have chosen other subjects, about some of which they undoubtedly learned something while handling their newspaper assignments.

There has been a significant change in the kind of book writing done by practising newspapermen since the beginning of the century. Forty years ago, if he wrote at all, the reporter did fiction based on newspaper life, or told of his experiences. Then came a long string of innocuous reminiscences in the form of autobiographies by outstanding editors. The reader greeted them eagerly and groped through them for the momentous revelations of political and other intrigue which they were expected to contain. Until Lincoln Steffens's *Autobiography* appeared, there was hardly an autobiography—or a biography either—of a newspaperman worth reading. As to venturing a serious discussion of some phases of American life, only Frank Kent, Walter Lippmann and Mark Sullivan even thought of it.

World War I inspired only a handful of mostly unremembered books by newspapermen, the best of them by the Englishman, Sir Philip Gibbs. By the early '30s, however, a majority of the most authoritative books on world affairs were being authored by American foreign correspondents. As the war clouds again began to gather in Europe and the Far East, these men earned their reputations as the world's leading authorities on their interpretation. Among the best of these authors were Walter Duranty, John Gunther, Vincent Sheean, Webb Miller, William Shirer, John T. Whitaker, Edgar Ansel Mowrer, Robert Casey, Carleton Beals, G. E. R. Gedye, Quentin Reynolds, M. W. Fodor and Thomas B. Morgan. The list could be much longer.

It is impossible to estimate the number of books written by American war correspondents during World War II. New ones appeared weekly, almost daily. Many were merely rehashes of news dispatches or, because of the censorship, uninspiring. There were, however, a number of masterpieces, including Robert Sherrod's *Tarawa*, Richard Tregaskis' *Guadalcanal Diary*, Ernie Pyle's *Here Is Your War*, Ralph Ingersoll's *The Battle Is the Pay-off* and *Top Secret*, W. D. White's *They Were Expendable*, Ted W. Lawson's *Thirty Seconds Over Tokyo* and John Hershey's *Hiroshima* and his fictionized, *A Bell for Adano*. Ernest Hemingway's *For Whom the Bells Tolls* grew out of his coverage of the "warm-up" civil war in Spain.

With books, magazine articles and lectures growing out of their reportorial experiences, scores of newspapermen have "hit the jackpot" of fame and fortune. Since all of them (if there are exceptions, they do not come readily to mind) got their starts as ordinary cub reporters, they can well serve as heroes for envy and emulation by upcoming generations of journalistic beginners. Their prowess consists, not in their ability to "throw the language around," but in their scholarship. They are recognized as authorities on world affairs not just because they are keenly observant reporters and capable writers, but because they have adequate backgrounds in historical and political theory with which to comprehend and interpret as well as merely to observe.

An Educational Adventure. The chief opportunity which newspaper work offers, therefore, is to study first hand what makes the world go round and to continue one's textbook education by observing the principles therein explained in concrete form. Most of the reporter-authors who have been mentioned have been foreign correspondents. Looking ahead, similar opportunities to capitalize upon training and experience exist for students of economics, sociology and other social

sciences in which specialized interpretative reporting is not yet so developed. The center of interest of the men who take advantage of the opportunity will not be themselves but the economic, social and political complexities which they attempt to understand and explain.

If he can free himself from the necessity of liking and saying a good word for everyone, a restriction which nullified the value of the memoirs of such writers as Marcossou, Frederick S. Essary and Wilbur Forrest, the newspaperman with the intelligence and proper background has an unlimited opportunity to write, not the literary masterpieces which may have been the height of his ambition as an undergraduate, but serious contributions to knowledge and understanding of the contemporary scene on a par with those of Kent, Lippmann, Sullivan and Ernest Gruening. Fortunately, the trend of newspaper values indicates that more of his product of such a kind will see publication in the press itself. There'll be enough left over and sufficient loose ends to gather up, however, to serve as the basis for as many books as he has time and energy to author. And if he is not satisfied with that sort of writing he always can follow Silas Bent, Upton Sinclair, Oswald Garrison Villard, George Seldes and Stanley Walker out of the news room to produce iconoclastic best sellers about the newspaper profession itself.

One of the greatest of living reporters, Philip Kinsley, of the Chicago *Daily Tribune*, has told the value that his more than thirty years of newspaper work has been to him. One of the few men capable of interviewing expertly experts in almost any field of human endeavor, Mr. Kinsley in the conclusion to his brief address, "Such Are the Rewards of a Reporter," indicates what a lifetime in newspaper work may be for the young man or woman with the ability to take advantage of the opportunity:

The last fifty years have brought so much of invention, discovery and knowledge regarding man and his universe that we have not had time to assimilate the new ideas. Here lies a unique opportunity for the reporter, one which emphasizes the need of all the so-called education that he can muster. Where human activities tend to become more and more specialized, it needs someone to look over the fence and see what is going on in the next yard and tell his neighbors about it. In scientific conventions, I have noticed, the terminology of specialists becomes so abstruse that one group does not know what the other is talking about. The reporter should have just enough education to understand and appreciate these groups, and yet not too much to become warped.

It would be impossible to draw a line here. People never know when they are insane or their judgment is bad. It is safe to say that we can never

know enough. Our blind sides correspond with those of this insect and lower animal world.

In the course of thirty years I have probably written five million words about human affairs, living men and living problems. It may be mere rationalization for not having gone into something more important, but I cannot think of a greater responsibility than that of historian of current events. The words may be leaden or winged, but they certainly carry their reactions into future events of some sort. The ripples widen and touch far shores. I think that if I should meet De Lawd walking in some green pastures here that he would ask: "Did you tell the truth?" I might say, "Yes, Lawd, as I saw it," and he would say, "Go and learn some more."

Out of all this medley of good, bad and indifferent, I must conclude with John Burroughs in his *Sundown Papers* that the only fruit I can see is in fairer flowers, or a higher type of mind and life that follows in this world and to which our lives may contribute. This valley with its rocks and streams and trees seems eternal, but we know that it is constantly changing and shifting its component parts under major laws of cause and effect. The same is true of the human scene but where the mind enters this change may have a measure of direction. Beyond this we need not know.

Bringing to newspaper work what Philip Kinsley brought, the school of journalism graduate will get a comparable amount of satisfaction and value from his career. Mr. Kinsley is not the only satisfied newspaperman. Richard Owen Boyer, who has been quoted as satirizing the youngster who becomes a cub as the first step toward a literary career, sees his job in the following way:

To sum up, any profession should be judged by the type of men with whom it forces one to associate, by what it does to and for those who enter it, and by what it teaches them of the world they live in. It seems to me that those with whom I associate in the newspaper business are the peers in temperament and humanity, at least, of those found in any other trade, business or profession; that its experience gives a man tolerance, the primary and necessary requisite of a gentleman; that if the most successful life is the one which causes one to absorb and understand the world and all that's in it, then newspaper work offers greater chances to attain that goal than any other profession.

And Malvina Lindsay made the following comparison between newspaper work and other ways of earning a living:

If the journalist will be fair to his occupation and accept it for the craft it is and compare it to the pursuits to which it is comparable, he will find that it offers about the same financial returns, commensurate with effort as do other industries. He will also find that, despite its handicaps and hazards, it offers a far greater measure of personal freedom, stimulation, self development and enjoyment than any other employment open

to him can afford. There are no time clocks to punch in a newspaper office; no adding machines to operate, no form letters to write, no salesmanship talks to be made on the merits of vacuum cleaners or bricks. To be sure, there is enough drudgery and routine of its kind, but even that offers the spice of variety. No two automobile shows are exactly alike. No two charity drives are identical. It is true that the journalist's work is transient, his subject matter trivial, but nevertheless he touches, even though lightly, history as it comes warm from the crucible. Journalism would be worth all the tears, all the grumbling, all the risks it entails if it did nothing than afford the journalist a box seat at the human comedy.

I believe most journalists, after they accept the fact that as artists they are largely sign painters, also realize that sign painting has its advantages over ditch digging. Personally, I would rather be a newspaper woman at half my present salary than to be a school teacher, a private secretary, an insurance agent, a librarian or a corset sales woman. I do not say that I would not rather be the author of a meritorious novel or of a Broadway success than to continue my hazardous mummery. But I lack courage, if not the time, to attempt such achievements. So, true to journalistic tradition, I sit in the city room and talk of doing them on some golden manana.

It's wonderful to be able to continue to feel like that after years of newspaper work. Also possible, if the right beginning is made. The "stuff" it takes is the subject of the next chapter.

CHAPTER III

QUALIFICATIONS FOR NEWSPAPER WORK

MERELY A JOURNALIST

By *George Sanford Holmes*

OF SCRIPPS-HOWARD NEWSPAPER ALLIANCE

A reporter's a rude irreverent rough
In his furious forage for facts;
On the trail of the truth he's apt to be tough
And sometimes uncouth in his acts;
When he's after a beat he shows scant regard
For the names on the social list,
But if he sends in a neat little card,—
Ah, then he's a journalist!

A reporter's a raw irresponsible rogue
Whose correctness lies not in his dress;
When he toils on the job he cares not for vogue
Or whether his pants need a press;
But if he blooms out among the high-hats,
To garner his daily grist
In a cutaway coat and the splendor of spats,—
Behold, he's a journalist!

A reporter writes reams and ranges his run
And asks but two tools of his trade;
With a pencil and pad all his triumphs are won
And a star's reputation is made;
But if he hunts news with the aid of a cane
Draped daintily over his wrist,
Don't judge him infirm or aged or vain,—
He's merely a journalist!

—*Scripps-Howard News*

CHAPTER OUTLINE

- I. They *Aren't* Born
- II. They *Are* Made
 1. Inquisitiveness
 2. Personality and Tact
 3. Nerve
 4. Integrity
 5. Educational Background
 6. Nose for News
 7. Other Qualities

TO BE QUALIFIED TO DO THE specialized reporting, which will characterize the journalism of the

near future (see Chapter I) and to derive the greatest possible personal benefit from a journalistic career (see Chapter II), a sound preparation and a proper attitude are essential.

THEY *AREN'T* BORN

The newsgatherers and disseminators of tomorrow will not be "born" reporters or "born" writers or "born" anything else, but men and women who have completed a laborious training with a definite objective in mind.

Said Joseph Pulitzer, patriarch of the old New York *World* and founder of the Pulitzer School of Journalism at Columbia university, anent the myth that newspapermen are born and not made:

The only position that occurs to me that a man in our Republic can successfully fill by the simple fact of birth is that of an idiot. Is there any position for which a man does not demand and receive training—training at home, training in schools and colleges, training by master craftsmen, or training through bitter experience—through the burns that make the child dread the fire, through blunders costly to the aspirant?

The "born editor" who has succeeded greatly without special preparation is simply a man with unusual ability and aptitude for his chosen profession, with great power of concentration and sustained effort. . . . Even in his case might it not be an advantage to have a system of instruction that would give him the same results at a saving of much time and labor?

The type of person the newspapers are going to be compelled to employ in the future was predicted some years ago by the committee on schools of journalism of the American Society of Newspaper Editors when it reported:

We want the departments of journalism to turn out men . . . capable of appraising the changed and new world which will be theirs tomorrow. We want these boys—of course, they will start at the bottom—capable of rising to the posts of great newspaper power, equipped to wield that

power intelligently. In other words, we wish them, while they are collecting police news and reporting banquets, to carry the mental equipment which, rightly directed, will one day invest them with editorial control. Each graduate ought to have in the knapsack of his mind the baton of the editor and publisher. . . . This society knows it is far more vital to the welfare of mankind that the men who make its journals of public opinion be culturally superior than it is that the surgeon or corporation lawyer be a man of manifold intellectual attainments.

Dr. John H. Finley, late editor of the *New York Times*, issued a challenge to those who own and operate newspapers, those who expect to work for them and those who prepare the latter for their life work when he said:

If I were to make a plea to the colleges and universities on behalf of the press, it would be to prepare a few all-around men and women who should be competent to perform a planetary service, not only geographically but intelligently, to be in this democratic age what Democritus was in his day to his little world. Such men as one whom I knew who was prepared when the tomb of Tut-Ankh-Amen was opened to enter intelligently with the archaeologist; who when Einstein propounded his theory had some notion of what he was talking about; whom I found one day trying to find geometrically the area of a triangle in the terms of its sides; who, in the midst of the last campaign wrote a two-column editorial on the new planet, and yet who could tell you the baseball champions for the last ten years, or the presidential returns for the last century.

Altogether too many college freshmen think training for journalism consists primarily in learning how to write. They are mostly students who did well in high school English and were inspired with literary ambitions by teachers who were surprised and grateful to find fewer than the average number of grammatical errors in their themes. Unfortunately, there is no such thing as "just writing," in journalism or any other field. William Shakespeare is immortal, not because of vocabulary or style but because of greatness of thought. He had an incomparable knowledge of history, psychology, geography, philosophy and many other fields. He and other masters of past centuries are read today because they had something extraordinarily worthwhile to say.

Because great ideas rather than beautiful words and phrases make for superior writing, everything that a journalism student studies is of potential value to him. The subject matter of journalism includes all that is taught in courses in political science, history, economics, sociology, chemistry, physics and other subjects too numerous to mention. The student who recognizes this fact in his freshman year has a big

GRIN AND BEAR IT

By Lichty

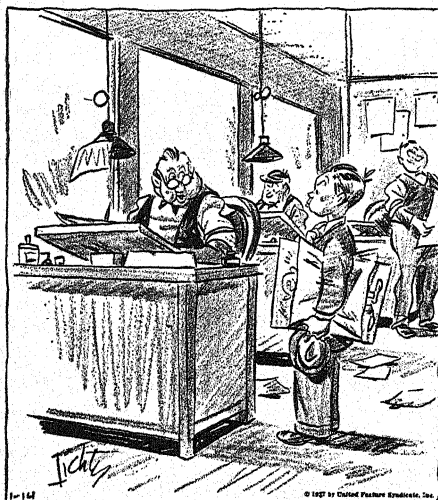


"—And what, may I ask, is a school of journalism?"

Two cartoons showing the old-fashioned editorial point of view regarding schools of journalism. (Courtesy of United Feature Syndicate, Inc.)

GRIN AND BEAR IT

By Lichty



"No, we need experienced men—go get some experience and then see me!"

advantage. By the time he takes his first journalism course in his sophomore, junior or senior year, he will have more than the average liberal arts student's superficial interest in and knowledge of the contents of the innumerable textbooks he will have studied. He should have his head and files full of information on which to rely when he starts wandering on and off the campus in quest of news. It is the purpose of his journalism courses to make his textbook knowledge come alive, to show him how to utilize it in understanding and interpreting the contemporary scene. Through experience in hiring both liberal arts and journalism school graduates, editors have learned that a so-called "broad background" of general courses is not in itself adequate preparation for newspaper reporting. Liberal arts courses are mostly theoretical and purposeless; journalism courses are practical and purposeful. Since, however, the journalist deals mostly with news related to the subject matter of courses in the different social sciences, the student who discovers he has little or no interest in political science, economics and sociology should take stock to determine whether he really is wise to aspire to a career in journalism.

THEY ARE MADE

Just as every psychologist has his own list of instincts or prepotent reflexes or human drives or whatever he desires to call the mainsprings of human behavior, so every author of a textbook on newspaper reporting has his list of essential reportorial characteristics. To a large extent such lists are merely ones of arbitrarily selected adjectives, many of which do not describe basic psychological traits but acquired characteristics of behavior. Many are habits of industry and occupational technique which can be acquired in youth; others, as relate to personality and intelligence, are either inborn or the result of habits and attitudes formed early in life and hardly capable of modification later. None probably is peculiar to newspaper work; they would be necessary qualities for success in law, medicine, pedagogy or several other lines of activity. The headings which divide the following discussion represent the characteristics of the "finished" newspaperman, the successful newsgatherer. Hence, they are the characteristics which the potential reporter should attempt to acquire.

Inquisitiveness. Unless the young person is "up and coming," interested in life and eager to learn about and understand as many phases of it as possible, he had better stay out of newspaper work. This means that he must have a genuine thirst for knowledge. He should read newspapers,

magazines and books in search of new ideas, and should seek new experiences constantly in his everyday life. His interests must be genuinely cosmopolitan. If he desires living models he may find them in the journalist "regulars" on the radio show, Information Please. What is remarkable about them is not their apparently uncanny memories but the magnitude of their interests. John Kieran has explained that it is not difficult for him to remember something in which he is interested. The secret is to cultivate an interest in everything. For a writer this is especially important because he never knows when he may be able to use the merest snatch of information picked up months or years earlier.

To interpret the news it is necessary to understand it, and understanding means more than just the ability to define the jargon used by persons in different walks of life. It involves recognizing the particular event as one of a series with both a cause and an effect. With their perspective the historians of the future may be better able to depict the trends and currents of the present, but if the gatherer of information is well informed, through his reading of history, his study of economics, sociology, political science and other academic subjects, and his acquaintance with the attempts of other observers to interpret the modern scene in books and magazine articles, he will at least be aware of the fact that an item of news is not an isolated incident but one inevitably linked to a chain of important events.

The interpretative reporter of the future should be as shock-proof as a psychoanalyst and a practical philosopher in his general outlook on life. He cannot succeed if he is hampered by prejudices and stereotyped attitudes which would bias his perception of human affairs. Modern psychiatry has proved that the first step in ridding a person of complexes is to make him aware of their bases. Hence, the newsgatherer should have a firm understanding of how men think and why, both to avoid pitfalls in his own search for so-called truth and to understand the behavior of those whose actions it is his responsibility to report.

What is this thing called public opinion which the newspaperman may think he is influencing? How explain a new political movement in terms of economic tendencies which give rise to such symptoms? What about the power which the demagogue of the moment seems to be able to exert? The interpreter of the news must see reasons where ordinary individuals observe only overt happenings. And he must study them as the scientist scrutinizes the specimen in his microscope, scientifically. He cannot be a participant in the events of which he writes or his viewpoint will be decidedly warped. Doing his best he will err constantly;

scientific method is nothing but being as approximately correct as possible. His mistakes, however, will be honest ones of an expert and not the blunders of an ignoramus. As Nathe P. Bagby, Texas newspaperman and journalism teacher, has said:

Cultivation of the thinking habit will enable the reporter not only to handle his regular assignments in a manner more satisfactory and gratifying to his boss, but also make two stories grow where only one grew before he took to thinking. The best stories are not generally found near the surface. Only the reporter who cultivates the habit of constant thorough thoughtfulness finds them.

Personality and Tact. The scientist in his laboratory and the author in his den can be as shy as a mouse in the presence of a cat, uncommunicative, embarrassed by the company of others, incapable of either social conversation or formal speech making—can be, in fact, an anthropobe (one who fears people) and still be considered a personal success and a benefactor of mankind; the newspaper reporter must be an entirely different kind of person.

It is conceivable that the newsgatherer secretly may dislike most of those with whom his work brings him into contact, but he is forced to learn how to conceal any such feeling and to be able to meet people, all sorts of people, and to get them to feel so easy in his presence that he can obtain what he wants from them.

What this amounts to is that the newspaperman must be an expert salesman. Good salesmanship is the basis of all good reporting, and fundamental to successful salesmanship are personality and tact. Although the timid, awkward cub may get what he wants by creating pity, it is the person who gives the impression of self confidence, assurance and self respect whose success is enduring. It is in the presence of such persons that others feel most at ease.

Because they are unaccustomed to dealing with them, a vast majority of persons are suspicious of newspapermen, regarding them almost as some strange species of animal life not to be trusted or treated with the courtesy customarily shown those with other ways of earning a livelihood. Says Henry F. Pringle, veteran reporter: "The novice about to be interviewed for the first time assumes that all reporters are ghouls waiting for the emergence of the family skeleton." Such people think nothing of using methods of evasion and prevarication to hinder a reporter in his legitimate quest for information which they condemn in obstreperous terms if he himself tries.

People accustomed to dealing with reporters know the futility of playing hide and seek with them and the antithetical value of "playing square." Unfortunately, they also too often recognize that the best way to keep news out of a newspaper is to tell it to a reporter without equivocation but "off the record" or confidentially. From the standpoint of the newspaperman, all other people may be divided into two classes: those who want to get news into the papers and those who want to keep news out. An experienced reporter can tell which role a person is playing at a given time and is generally able to tell when another is bluffing or evading a question. The ability to recognize a "stuffed shirt" or a crook is a leading reportorial asset.

It is impossible to lay down general rules on how to develop personality and tact. Although the movies have created the stereotype of a swashbuckling newshawk, this is no more accurate as a depiction of the real article than are the popular conceptions of old maid school teachers, prohibitionists, Bolsheviks or political bosses. There are many types of newspapermen, all equally successful. On the whole, however, newspapermen are extroverts or compensated introverts with poise, self assurance and self respect. Caspar Milquetoasts don't succeed in newspaper or any other kind of work calling for daily contact with the public. The only advice possible to a young person fearful of his ability to inspire confidence in others or to meet people in all walks of life, is to get as sound a background in modern psychology as possible. Understanding human nature is the first step in the effort to control it.

A few specific suggestions to beginners are the following:

1. Don't conceal your identity. Begin an interview with a frank acknowledgment of who you are and of the purpose of your visit. Give the impression that you have an absolute right to obtain the information wanted and have no doubt of your ability to get it. Thus, it is wise to avoid negative questions, as, "You wouldn't care to say anything on this matter, would you?"

2. Inspire confidence and even awe by directness in speech. Don't "beat around the bush" by informing a person, "We'd like to know if you will give us a statement—." Rather, ask, "What do you think about it?"

3. Be particularly careful in telephone conversations when the other party has the power to end the interview simply by hanging up the receiver. Don't say, "I wonder if—," "I'd like to ask you—." A good begin-

ning is, "This is — of the Daily News. I'm calling to ask your opinion about—" and don't end a telephone conversation with "All righty" or "Ok y doke" or some similar moronic expression.

4. Always give the impression of knowing more about a story than you really do or that you have other ways of obtaining information if the immediate source fails to cooperate. At the same time, don't make threats except as a last resort in special cases. Often a person can be induced to give facts by questions which make him believe the reporter has wrong information which he'll use if not corrected. From fear of having a wrong impression broadcast he may open up and tell the truth.

5. Often, if a person is reluctant to talk, it is advisable to engage him in conversation about some unrelated subject, as an object in the room, his wife's picture, or an extraneous bit of gossip. After the "ice has been broken" and an attitude of friendship has been created, it is possible cautiously to bring up the real subject occasioning the visit.

6. Don't stop questioning until you have all the facts you want or flat refusals on the part of the news source to give them. Often a person's refusal to make a statement is better news than if he were to become voluble.

These are just a few random hints as to salesmanship methods which a newspaperman may adopt. None applies to all situations and every one can and should be violated occasionally if not frequently. Any rehearsed device is in danger of impressing the one on whom tried as being artificial. A psychologically well adjusted reporter sizes up a situation and maneuvers as the occasion demands. To a large extent his entire success as a newspaperman depends upon his ability to develop an understanding of human nature. Unless he has a satisfactory technique—one which succeeds for him but probably would fail for anyone else—he will fail. Further discussion of how to "get around" difficult news sources will be contained in Chapter XVII, Interviews.

The value of personal friendships which a reporter makes by proving himself to be a man to be respected and trusted was illustrated by the case of the late A. E. McKee, editor of the *Ohio State Journal* of Columbus, Ohio, at the time of his death. As a Cleveland reporter in the '90s he once did an important favor for Myron T. Herrick, banker, who was to become first governor of Ohio and finally ambassador to France. It was several years later that Mr. Herrick surreptitiously slipped McKee a copy of the telegram received by Marcus A. Hanna, Republican boss,

from George B. Cortelyou, secretary to President William McKinley, with which McKee was able to scoop the rest of the country on the seriousness of the wounds inflicted on the president by his assassin.

Much of the success of Edward S. Bok, Lincoln Steffens, Henry Waterson, Charles Chapin and many other newspapermen was due to their boyhood contacts with famous persons. Not all of these belonged to illustrious families; most of them cultivated the acquaintance of celebrities and, while learning much from them and respecting them, mastered the stupefying awe which too many cubs have to overcome before they can approach greatness without embarrassment. The reporter, to be successful, cannot be frightened by anyone, and he must be able to adjust to any social group. The most important story of the day or year may come through a tip from some stenographer with whom the reporter has been in the habit of chatting informally. The reporter never knows when an acquaintance may prove valuable to him. Therefore, he never forfeits an opportunity to make a new friend.

Nerve. Without ceasing to be a gentleman the reporter must have persistence, ingenuity and resourcefulness, or—to use more understandable terms to summarize these qualities—nerve, cheek or intestinal fortitude. He must not be disrespectful of the rights of others, nor unethical in his news gathering methods, but he decidedly must create the impression of “meaning business” and of having a complete right to be a bit “pushy” in his quest for news, on the obtaining of which his very existence depends.

In his *Adventures in Journalism*, Sir Philip Gibbs told several anecdotes which indicate the part nerve played in causing him to become England's foremost reporter. On the occasion of the marriage of a prince of the Spanish House of Bourbon with “a white-faced lady who had descended from the kings of France in the old regime,” in an old English house at Evesham “in the orchard of England” which belonged to the Duke of Orleans, there had been issued an order that no journalists should be admitted before the wedding, which was to take place in a pasteboard chapel, because the duke “could not abide journalists.” Gibbs hired a respectable-looking carriage and drove out to Wood Norton where a heavy guard had been placed at the gates. He fell in line with a number of other carriages containing the king and queen of Spain and other members of the family gathering and drove in unchallenged. He was received with great deference by the duke's major domo who obviously regarded him as a Bourbon and, in the company of the king and queen of Spain, inspected the chapel, the wedding presents, the floral

decorations of the banqueting chambers and the duke's stables. "I drove back in the dark, saluted by all the policemen on the way, and wrote a description of what I had seen, to the great surprise of my friends and rivals," Sir Philip wrote.

Unfortunately, the night the verdict was returned in the case of Bruno Richard Hauptmann, charged with the murder of Charles A. Lindbergh Jr., the signals arranged by the gallery of newspapermen present became confused and the first reports flashed to the world by the Associated Press and broadcast by radio, were incorrect. The elaborate preparations which were made to obtain "tips" as to what the jury had decided, however, illustrate newspaper ingenuity. According to James L. Kilgallen, veteran star of the International News Service, as the jury filed in Sheriff John H. Curtiss was seen to slap Attorney General Wilentz on the shoulder three times, a burning newspaper was seen to fall from the prosecution table to the floor, a certain lawyer prominent in the case was observed holding up one finger of the right hand and a deputy sheriff was seen deliberately to draw a red card out of his breast pocket and hold it up for a significant second. How many of these actions were signals to friendly newspapermen? Mr. Kilgallen didn't know, but undoubtedly some of them were.

It is common practice for reporters to arrange for such signals in important cases to give them a few seconds headstart on their rivals. Handkerchiefs are dropped from windows by servants to announce the death of a prominent person, fingers are tapped on tables, whistles are blown and other ingenious devices resorted to in the effort to be first with an important item of news. And to be ahead in the speedy transmission of information to his news room, the reporter holds open telephone lines, monopolizes a telegraph wire by having the operator send extraneous matter until he is ready with his dispatch, uses carrier pigeons, speed boats and even airplanes.

An example of ingenuity occurred during World War I when a censor refused to permit a cable telling of the wounding of Captain Archibald Roosevelt. Inasmuch as the young aviator also had received a decoration while a hospital patient, one correspondent worked on the "hunch" that the illustrious parents already had been informed by the War Department of both occurrences and so cabled to his office instructions to telephone the Roosevelt home immediately to inquire about the "unusual circumstances" under which the medal was pinned. The hunch was correct and that correspondent's paper had a scoop that day. The same correspondent wrote a series of short cables, each of which told of the

capture of a different point in an American objective. These messages he numbered and gave to a telegraph operator before leaving for the front. As each point was captured the reporter merely sent back an order to release the proper message and thus was ahead of his rivals who waited until they returned at the end of a several days' battle before making any report.

Newspaper reporters not only have risked and lost their lives in the front lines during warfare, but they have braved danger in peacetime to cover floods, hurricanes, fires, strikes, crimes and many other kinds of stories. No editor expects a reporter to place himself in unreasonable jeopardy, but he does drill into every cub the fact that there always is more than one way to get any story. Resourcefulness by the reporter is imperative; the editor miles away cannot do his most important thinking for him.

Consider an experience with which the beginning reporter is likely to meet—arrival at the scene of an automobile accident after the crowd has disappeared, the injured persons have been removed and the wreckage has been cleared away. The unresourceful reporter probably would phone his office that he is unable to get the story. The resourceful reporter, however, makes inquiries at the stores and residences near by. He tries to find the policeman on the beat who probably has the names of the persons who were involved. Unsuccessful in these attempts he hastens to the nearest garages to find the damaged automobiles. Succeeding in that he makes a notation of the license numbers in case the garage proprietor is unable to give him names. He phones police headquarters to discover the owners' names and addresses. He also phones the nearest hospitals. From one of these sources surely he learns the identity and whereabouts of the individuals whom he wishes to see. If he knows that someone was killed, he investigates at the morgue or calls the coroner.

The experienced reporter possesses the knowledge of all the possible channels through which he can obtain the information that he desires. Unidentified persons can be traced by means of laundry and other marks on their clothing, by dental work, even by bodily scars and deformities. A suicide may be explained by friends of the dead person who recall conversations which at the time seemed unimportant to them but which later cast light on the deceased's motive in taking his own life. Often the reporter may recall some news story printed in his paper weeks or months previously which suggests a solution to the mystery at hand. The wise reporter makes a practice of reading his own and rival newspapers daily, and he preserves news items which may be of value to him later. When

in doubt whether to clip a certain article, he follows the safer policy and clips.

That some newspapers encourage their reporters to go further than what generally is considered legitimate in overcoming obstacles, it is impossible to deny. Jack Price in his *News Photography* instructs the beginning photographer that there is no excuse for failure to cover an assignment and gives instructions in how to smuggle cameras into court-rooms where they have been forbidden by the judge and how to overcome resistance in other cases in which newspapers are bound sooner or later to learn that such tactics do not pay. Public indignation with this sort of journalism already is becoming so strong that to avoid readers' boycotts and even legislative action, the press is going to have to reform.

Integrity. If the newspapers were to live up to the codes of ethics which they themselves have adopted through their organizations, the situation easily would solve itself. These codes compare favorably with the grandiloquent ones of sundry service clubs or of any group of professional people. That adopted by the American Society of Newspaper Editors in April, 1923, is especially fine. It reads:

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

I

Responsibility. The right of a newspaper to attract and hold readers is restricted by nothing but consideration of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II

Freedom of the Press. Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III

Independence. Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV

Sincerity, Truthfulness, Accuracy. Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V

Impartiality. Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

VI

Fair Play. A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII

Decency. A newspaper cannot escape conviction of insincerity if while professing high moral purposes it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

The code of Charles A. Dana, famous editor of the New York *Sun*, was as follows:

1. Get the news, get all the news, and nothing but the news.
2. Copy nothing from another publication without perfect credit.
3. Never print an interview without the knowledge and consent of the party interviewed.
4. Never print a paid advertisement as news matter. Let every advertisement appear as an advertisement.
5. Never attack the weak or the defenseless, either by argument, by invective, or by ridicule, unless there is some absolute public necessity for so doing.
6. Fight for your opinions, but do not believe that they contain the whole truth or the only truth.
7. Support your party, if you have one, but do not think all the good men are in it and all the bad ones outside it.
8. Above all, know and believe that humanity is advancing; that there is progress in human life and human affairs; and that as sure as God lives, the future will be greater and better than the present or the past.
9. Never be in a hurry.
10. Hold fast to the Constitution.
11. Stand by the Stars and Stripes. Above all, stand for Liberty, whatever else happens.
12. A word that is not spoken never does any mischief.
13. All the goodness of a good egg cannot make up for the badness of a bad one.
14. If you find you have done wrong, don't fear to say so.

No newspaperman can do more than to strive earnestly to live up to these standards already set by others in his profession.

In actual practice the newspaperman considers strongest his obligation to respect confidences and to protect news sources who do not wish their identity known. Reporters often avoid letting another give information contingent upon a prior promise not to use it, but if a reporter pledges his word to keep a confidence he keeps it. There is no breach of journalistic ethics, furthermore, more despicable in the eyes of newspapermen than the jumping of a release date—that is, publication of an item of unsolicited news before the time designated for its appearance—or the betrayal of a trust. To do so or to print rumors as facts or otherwise antagonize a valuable news source is to close an avenue of future information. Men in public life, such as office holders, police chiefs and politicians, have it within their power to discipline the press by “getting even” at some future date. This pressure, which it is within their power to inflict, may become pernicious and against the public interest; how to circumvent it is a major problem of modern journalism.

The value to the reporter of inspiring confidence by not using pro-

professionally what he learns socially was stressed by Frederick S. Essary, veteran capital reporter, in his *Covering Washington* in which he told of a newspaperman and an ambassador who walked to work together each day and discussed matters of state; the reporter never used any of the information thus obtained, but it was valuable to him in his daily work. Isaac E. Marcossou told the anecdote of having obtained from John Hay, secretary of state, before its sending, a copy of the government's note to Russia, Japan and China at the time of the Russo-Japanese war. Hay did not even consider it necessary to warn Marcossou against the dangers of premature publication; he had complete confidence in the reporter's judgment and integrity.

The most outstanding example of betrayal of trust in the annals of American journalism occurred when Edward Kennedy of the Associated Press broke the story of the surrender of the Germans at Rheims May 7, 1945. General Dwight D. Eisenhower had put 16 American correspondents on their honor to withhold release of the news for twenty-four hours because of an agreement he had with Russian military leaders. Kennedy's act was called "the most disgraceful, deliberate and unethical double cross in the history of journalism" by 53 other American correspondents. The Associated Press subsequently apologized publicly.

By contrast with this virtually isolated incident, men in public life much more frequently prove themselves less ethical than the overwhelming majority of reporters. If they become embarrassed by publication of some item of news, they publicly deny having made statements accredited to them. In such cases the reporter who acted in good faith, with the backing of his paper, may defend himself. Unfortunately, however, the public may choose to believe the news source. Similarly the public may make a scapegoat of the press when an important crime remains unsolved, contending that newspaper publicity has been the cause. Ultimately such may be revealed not to have been the case, but it is an old, old practice to punish the bearer of bad tidings.

Educational Background. The necessity for a thorough understanding of the social sciences on the part of the reporter who is going to do the interpretative writing which will characterize the newspapers of the future already has been stressed. To serve adequately his reader-followers, the man at the front of world events will have to know what political, social and economic principles are at work in the contemporary world, will have to be able to interpret them with the proper historical perspective and to be able to recognize specific current events as merely symptoms of underlying causes.

Stressing the all-around academic preparation which the newspaperman of tomorrow must have, Willard M. Kiplinger, Washington correspondent and editor, told journalism students at Washington and Lee university:

Is the candidate for city council telling the truth or is he fibbing? Does the party platform mean what it says or is it hokum? Does the corporation report disclose or conceal the truth? Answers to these questions require accuracy of perspective, and how can you have this accuracy without solid background?

Sometimes I see ignorance and lack of understanding among journalists in their handling of subjects. Their ignorance, their misconception, their faulty appraisal of the importance or meaning of the facts which they present, are magnified a thousand times upon the public which reads their product.

I have seen political writers who write brightly of the superficial aspects of current politics, without a glimmer of an idea concerning the fundamental trends, or the meaning, or the economic foundation of politics. They treat politics as a vaudeville show. They miss the meaning, and thereby millions of voters also miss the meaning.

Charles A. Dana, who was far ahead of his times when he was the vigorous editor of the *New York Sun*, expressed this estimate of a reporter's qualifications:

A journalist must be an all-round man. He must know whether the law of the lawyer is good law or not. His education, accordingly, should be exceedingly excessive. . . . He must know a great many things and the better he knows them the better he will be in his profession. There is no chance for an ignoramus.

In addition to a firm foundation in the theoretical phases of modern politics, sociology and economics, the newspaperman has got to understand the technique of those connected with institutions falling in each of these fields. That is, he must know the so-called "practical" side of life: court procedure, the setups of municipal, county, state and federal governments, the definitions of such terms as "habeas corpus," "corpus delicti," "injunction," "caucus," etc. He must understand how political machines operate, be able to read comprehensively a bank's balance sheet, and understand what it means to refinance a bond issue or liquidate the assets of a corporation. As former Mayor Fiorello LaGuardia of New York told an interviewer for *Editor and Publisher*:

The press would be quick to criticize (and properly so) if I elected inexperienced officers to display judgment and exercise the discretionary

powers necessary to the conduct of those administering the affairs of a great city. Yet this same press is not careful in selecting experienced men for the important job of reporting to our citizens the complex affairs of a city spending \$2,000,000 a day.

Would they send the grand opera critic to the Army-Notre Dame game? You bet your life they wouldn't. Would they send the office boy to a first night at the theater?

The trend in the news room is definitely in the direction of specialized reporting. There still are reporters who are "specialists in all diseases," as the late Willis Abbot put it, "jacks-of-all trades," all-around men capable of almost any kind of assignment. But the tendency is toward staffs on which each man is qualified to deal expertly with a particular field, as sports, business and finance, drama, politics or social service work. Science news writing has improved greatly as newspapers have added reporters with adequate backgrounds to do it. In recent years there have been increasing numbers of openings for reporters with backgrounds to qualify them as labor reporters. Still more recently newspapers have awakened to the necessity of having staff-men with the training in psychology and sociology able to report and write intelligently about delinquency and crime, divorce, race relations, housing and similar subjects. In the near future newspapers will hire journalism school graduates with their specialties in mind and the old practice of making an expert out of whoever happens to be out of an assignment at the moment will disappear.

Of the newspaper itself, the person who expects to make his living working for it should know its history (not dates and names but significant trends), its social role today, its potency as a means of modern communication and organ of public opinion and its problems, such as censorship, propaganda, ethics, etc.

To acquire the educational background needed, the potential reporter as an undergraduate not only must take as many courses in the social sciences and every other field as possible, but he must be much more earnest in his class work than is the average college student today. The rah rah boy whose chief concern is the fortunes of the football team or the dress his girl will wear to the next college dance should sell bonds or work for his father after graduation; he'll be no good as a newspaper reporter.

Nose for News. Usually put first in a list of the necessary qualifications of a newspaperman, this requisite means a knowledge of the raw material with which he must work, something which is as essential as for

the automobile mechanic to understand the machinery which he is required to repair. In Chapter V the subject of the nature of news will be treated in somewhat unorthodox manner. From the standpoint of the newsgatherer, however, news is anything that happens about which he knows his paper will want to print an account provided he reports and writes it properly. The ability to recognize the news possibilities of an item of information is called the nose for news. From the standpoint of the reporter this involves:

1. The ability to recognize that the information will be of interest to readers.
2. The ability to recognize clues which may be very casual but which may lead to the discovery of important news.
3. The ability to recognize the relative importance of a number of facts concerning the same general subject.
4. The ability to recognize the possibility of other news related to the particular information at hand.

The anecdote often is told of the reporter assigned to cover a wedding who returned and dropped leisurely into his chair without turning in any story. Questioned by the editor he replied, "Oh, there wasn't any wedding. The bride was there; so were the preacher, the attendants and all the guests. But the bridegroom didn't show up and so there isn't any story." Obviously, the non-appearance of the man was better (from the standpoint of interest) news than his appearance would have been. Despite the warnings of experienced husbands, intended bridegrooms have an inveterate habit of being on time at their own weddings; and most marriages are much alike when it comes to writing them up.

Another reporter was given the copy of a speech which an important man was to deliver at a college commencement exercise. He was instructed to follow the speech with the advanced copy in his hands to see if the speaker deviated at all from the manuscript. The speech, in the meantime, had been written up and its publication awaited only the actual delivery.

The reporter strolled back to his editor's presence and reported that the speaker had cast aside his prepared manuscript and had talked extemporaneously. He said that it had been impossible to follow the speaker by means of the copy which he had. The reporter, however, had failed to take a single note on the speaker's impromptu remarks.

It will be seen from these examples that common sense is indispensable for the newspaper reporter. The individual who gives out news sel-

dom has as good a sense of news values as the cub reporter. It is the newsgatherer's task to obtain information, no matter how stupid or reticent the "source." He must ask question after question. He has to draw out the person being interviewed to learn about less obvious but important phases of the subject at hand. After he has covered several stories of a similar nature, the reporter learns what to expect in each case. No two stories, however, ever are alike, and, although the same elements may be present in similar stories, they invariably are there in different proportions as to importance.

To explain, in an automobile accident story the reporter always must find out the names of all persons concerned, the extent of the injuries, details of the collision, etc. In Story A, however, the name of a person injured may be most important. In Story B the most important element may be the name of a prominent person who escaped injury. No accidents ever result from exactly the same cause. In one case it may be a defective brake, in another, a drunken driver, and in a third a billboard obstructing the view. Often the cause of an accident is very unusual, as when a bee makes a driver lose control of his machine.

In the same accident story there may be other important features which the reporter could not know without considerable questioning of the persons concerned. Perhaps the same two individuals had been in accidents together before. Perhaps one of them recently left a hospital where he was recuperating from a previous accident. Perhaps one of them was on his way to an important engagement, a sick bed or the scene of another accident.

The possibilities of a feature in a simple accident story have by no means been exhausted. Enough has been said, however, to indicate that the reporter constantly must be "on his toes," as the expression goes. He has to think and think and think, and he has to ask and ask and ask. Good reporting consists in getting all the pertinent facts and then some more.

Other Qualities. As was intimated, this list by no means exhausts the subject of what qualities a reporter should possess. Neither is the discussion complete as regards the activities of a newspaperman or woman.

Nothing has been said in this chapter about *facility in writing*. This obviously is essential. It can be acquired through schooling or practice. Anyone intending to write should master the rules of grammar and also develop a vocabulary. The study of good literature is valuable both for the development of vocabulary and style and to increase one's general

knowledge and his stock of literary allusions and quotations. Reading should not be interrupted to look up unfamiliar words but if the reader makes a list of them, he can investigate later and keep a notebook of his ever growing lexicon.

Accuracy is essential in reporting, as in all other activities. In the case of the reporter, accuracy means getting information correctly. Much has been said and written about the errancy of testimony. The reporter never should trust a single informant but should try to interview several persons concerning the same item of news. It is dangerous ever to guess at facts. Especial care must be taken in getting names, initials, titles, dates, addresses, etc. Nothing irritates a reader more than to see his name misspelled or his occupation given incorrectly. Libel suits have resulted from carelessness in this respect.

Speed comes with experience. It includes alacrity in getting to and from the scene of activity, in gathering information, in making decisions as to how various phases of a story should be covered, in avoiding mistakes and loss of time in investigating rumors which lead no place and in writing up the news. The present division of labor between leg and rewrite men makes it possible for persons deficient in either respect but particularly adept in the other, to get and hold responsible positions on newspaper staffs. In case a beat or assignment reporter does return to the office to write his own story, he should spend his time on the way back organizing his material mentally. By the time he reaches the office he should know just how to write the story; perhaps he will have the actual wording of the first part memorized.

Other qualities frequently mentioned as necessary for successful newspaper reporting include: reliability, courage, endurance, ability to organize one's activities, curiosity, imagination, perseverance, mental alertness, honesty, punctuality, cheerfulness, the power of observation, shrewdness, clearness in writing, enterprise, optimism, humor, adaptability, initiative. All of these have been touched upon in one way or another in this or preceding chapters.

CHAPTER IV

THE MODERN NEWSPAPER

ONE BIG HAPPY FAMILY

By *Sydney J. Harris*

Journalism students are always writing in to ask if they can come up and look around a newspaper office, just to see how it runs. Since the weather may turn hot, I will spare them the trip, and explain some of the salient features of the editorial room.

This is the City Desk. The man sitting there with a scowl on his face is the City Editor. He is scowling because he wants more space for local news, and can't get it.

This is the Makeup Desk. The man sitting there with a scowl on his face is the Makeup Editor. He is scowling because he has to put 12,000 lines of type into 8,000 lines of space. This, as everyone knows, is impossible—but he will manage to do it.

This is the Copy Desk. The pale, haggard men lolling around the rim of the desk with scowls on their faces are Copyreaders. They are scowling because it is their job to read the stories the reporters have written. In their opinion, the reporters are stupid, incompetent, inaccurate and incoherent hacks who exist only to make life miserable for Copyreaders.

These are the Reporters' Desks. The reporters are scowling because the Copyreaders have butchered all their stories beyond recognition, and they are wondering how so many vicious and illiterate sadists managed to become copyreaders on this particular newspaper.

This is the Rewrite Desk. The men leaning back in their chairs, with their feet on the desk, working the crossword puzzle, are Rewrite Men. They are scowling because they can't think of a three-

letter word meaning a "domesticated feline."

This is a Feature Writer's Desk. The man sitting there with a scowl on his face is a Feature Writer. He is scowling because he hasn't had a juicy assignment in three days and is convinced there is a conspiracy to prevent him from getting a by-line for the rest of the year.

This is the Sports Desk. The man sitting there with a scowl on his face is a Sports Writer. He is scowling because all his relatives are pestering him for tickets to ball games and prize fights. Especially his wife's relatives.

This is the Editorial Writers' Desk. The man sitting there with a scowl on his face is an Editorial Writer. He is scowling because he has to write an editorial on the Foreign Ministers' Conference when he would rather be out fishing. Editorials in July sound like it, too.

This is a Columnist's Desk. The man sitting there with a scowl on his handsome face is a Columnist. He is scowling because everybody else on the paper hates him. The Editorial Writers would like to grab his space for more comment on the atomic bomb. The Feature Writers all know they could turn out a much better column with one hand. The Managing Editor is sure he is taking too much expense account money. The Publisher has a feeling nobody is reading his stuff. And his wife wants to know why he isn't getting more money for the wonderful job he's doing.

See that man across the room there? He's the only one who isn't scowling. He is the Window Washer.

—*Chicago Daily News*

CHAPTER OUTLINE

- I. The Advertising Department
- II. The Circulation Department
- III. The Mechanical Department
- IV. The Editorial Department
 - 1. The Editorial Writers
 - 2. The Managing Editor
 - 3. The News or Telegraph Editor
 - 4. The City Editor
 - 5. Reporters
 - 6. Rewrite Men
 - 7. Other Editors
- V. The Course of an Item of News
 - 1. The Editorial Room
 - 2. The Composing Room
 - 3. The Stereotyping Department and Press Room
 - 4. The Circulation Department

UNLESS HIS IS A VERY UN-usual case it won't be long after he has obtained employment in the news room of an average newspaper before the cub is handed a mimeographed or carbon copy of a poorly written article with "B. O. Must" written in pencil on the top or in the margin together with instructions to rewrite it without omitting or altering any fact so as to be suitable for publication. "B. O. Must" means "Business Office Must" and items so marked are sent to the news room by the business manager, advertising manager or circulation manager. Space for them must be found in the paper even though their news value may be negligible as is usually the case.

Although they frequently complain about being forced to accept such assignments, most newspapermen recognize that the one, three or half dozen such news items, which the editorial department handles daily, are comparatively unimportant. They constitute free publicity or a favor for someone whose friendship is valuable to one of the departments of the newspaper responsible for bringing in the revenue out of which reporters' salaries are paid. When the idealistic young cub realizes that virtually every news story which appears in the paper, especially those in the sports and society sections, is valuable publicity for someone, he has a better basis for rationalizing about what otherwise might be a disagreeable task.

From the standpoint of the beginning reporter the chief value of his first "B. O. Must" assignment is the lesson it should teach of the inter-relationship which exists between the different departments of the ordinary newspaper. Although it would be possible for him to spend a lifetime in the editorial department without much or any knowledge of what is happening in other departments, the more he does know about the business and mechanical aspects of newspaper production, the better perspective he'll have of the industry with which he is connected. If, dur-

ing his undergraduate days, he has the opportunity to take a course in newspaper management, he ought to avail himself of it, especially if he expects to enter small town or rural newspaper work or some day to own his own newspaper property.

The three major divisions of a newspaper are the business, mechanical and editorial. At the head of the business department is the business manager, general manager or publisher himself, and all other departments may or may not be subservient to that official. Most lucky is the editorial department which is subject to the least control from the business department.

THE ADVERTISING DEPARTMENT

Closest to the business department, possibly to be considered parts of it, are the advertising and circulation departments. The former, of course, has charge of soliciting and preparing for insertion the advertisements which bring in the main revenue to keep the paper going. It generally is estimated that at least sixty-five per cent of a newspaper's income comes from advertising.

If the paper is large enough to justify the subdivisions, the advertising department's functions are divided to give separate handling and emphasis to local, national and classified advertisements. Local and national advertisements are of the "display" type; that is, the boxed advertisements of different sizes which appear, generally in pyramid form with a base at the lower right hand corner of every page except the first, editorial and a few other special pages. Local advertising is purchased by merchants doing business in the community in which the paper is published and carry the trade names of the establishments attempting to attract purchasers of their goods through them.

National advertising comes from manufacturers of products distributed on a nationwide scale and probably to be found on sale in a number of local places of business. Cigarette manufacturers, for instance, are heavy national advertisers, their "space" being purchased for them in newspapers throughout the country by advertising agencies which act as go-betweens for newspapers and national advertisers. Almost every newspaper of any size is represented by an advertising agency and so is virtually every manufacturing company which attempts to market its product on a nationwide scale. Copy for national advertisers may or may not carry the names of retailers in the newspaper's community handling the product advertised. The relationships between national and local advertisers and the differential rate scales which the newspaper should

adhere to as regards them are ubiquitous problems. To round out his knowledge of the newspaper business, the reporter should know something of the principles involved. Reading newspaper trade journals is a good way to "keep up." Another is to form friendships with members of the advertising department.

Classified advertising is what many persons call "want ads," two or three or five line insertions under such general headings as "help wanted," "lost and found," "apartments for rent," etc. Classified ads usually appear together on the same page or pages, are printed in small type and are paid for by the line, the exact price depending on the number of days the insertion appears. Frequently a classified advertisement suggests a news story or feature article as when someone seeks the return of an unusual bit of personal property which has been lost or lists uncommon traits of character in seeking employment. Often, also, kidnappers correspond with those whom they expect to pay ransoms through the "personals" on the classified page, and persons engaged in illegal business enterprises may attempt to reach their intended victims in the same way. An alert classified advertising department can cooperate with the editorial department as well as with police authorities, not only by refusing to accept questionable advertisements, but by supplying "tips" which lead to the apprehension of lawbreakers.

THE CIRCULATION DEPARTMENT

It is the responsibility of the circulation department not only to see that copies of the paper are delivered to subscribers at their homes and to news dealers but also to obtain new readers for the paper, either alone or in cooperation with the promotion department if there is one. New subscribers are obtained through voluntary action on their part or as a result of solicitation by members of the circulation department or through attractions offered to new readers.

House ads printed in the paper itself frequently tell of the good editorial features either appearing currently or to begin soon, or of the value of advertising in the paper. Some newspapers use billboard space and direct mail advertisements to create interest in potential readers. Newspaper contests, to enter which competitors must be regular readers if not subscribers for a certain period, attract new readers as do premiums, such as books, magazines or other articles of value, given away with new subscriptions. Many newspapers today offer insurance policies (generally covering accidents) to readers. Such a policy remains in effect only as long as the owner continues as a regular paid subscriber.

If the paper has a separate promotion department, its duties consist largely in sponsoring "stunts" in the community with which the newspaper's name is associated, such as boxing tournaments, skating tournaments, vacation trips for underprivileged children, Christmas baskets for the city's indigent, music festivals and so forth. It is the duty of the news room to give plenty of publicity to such community activities of the newspaper; usually some member of the editorial department cooperates with the circulation or promotion manager in arranging and advertising them.

THE MECHANICAL DEPARTMENT

From this brief discussion it will be seen that the editorial department is in frequent contact with other departments of the newspaper and that such contact is usually cooperative in the best interests of the business as a whole. The extent to which the business departments of the newspaper dictate to the editorial what it shall print and what it shall suppress has been grossly exaggerated just as has been the part of advertisers and influential friends in determining what appears in the news columns.

The department with which the editorial is in closest day-by-day contact is the mechanical, which takes the typewritten stories prepared in the news room and sets them in type for printing in the paper. A brief description of how the mechanical department operates will be given shortly, when the course of an item of news through the newspaper plant is depicted.

In summary of this sketchy outline of the other departments of the newspaper, beginners in the editorial department should be warned that although newspaper operation is virtually the same in all newspapers, regardless of size, the physical setup may differ in numerous important respects. On page 66 is shown the organization of the Birmingham (Ala.) *News and Age-Herald* which is fairly typical of the setup to be found in most newspapers. For larger newspapers, however, such a chart would contain many more subdivisions and on smaller papers many of the duties performed by different employes of the *News and Age-Herald* would be the responsibility of fewer persons. In a pamphlet on newspaper organization Professors D. J. Hornberger and Douglass M. Miller, then both of Ohio Wesleyan university, gave their conclusions following a nationwide study of newspaper organization as follows:

Several well-defined tendencies may be seen from this study of newspaper organization.

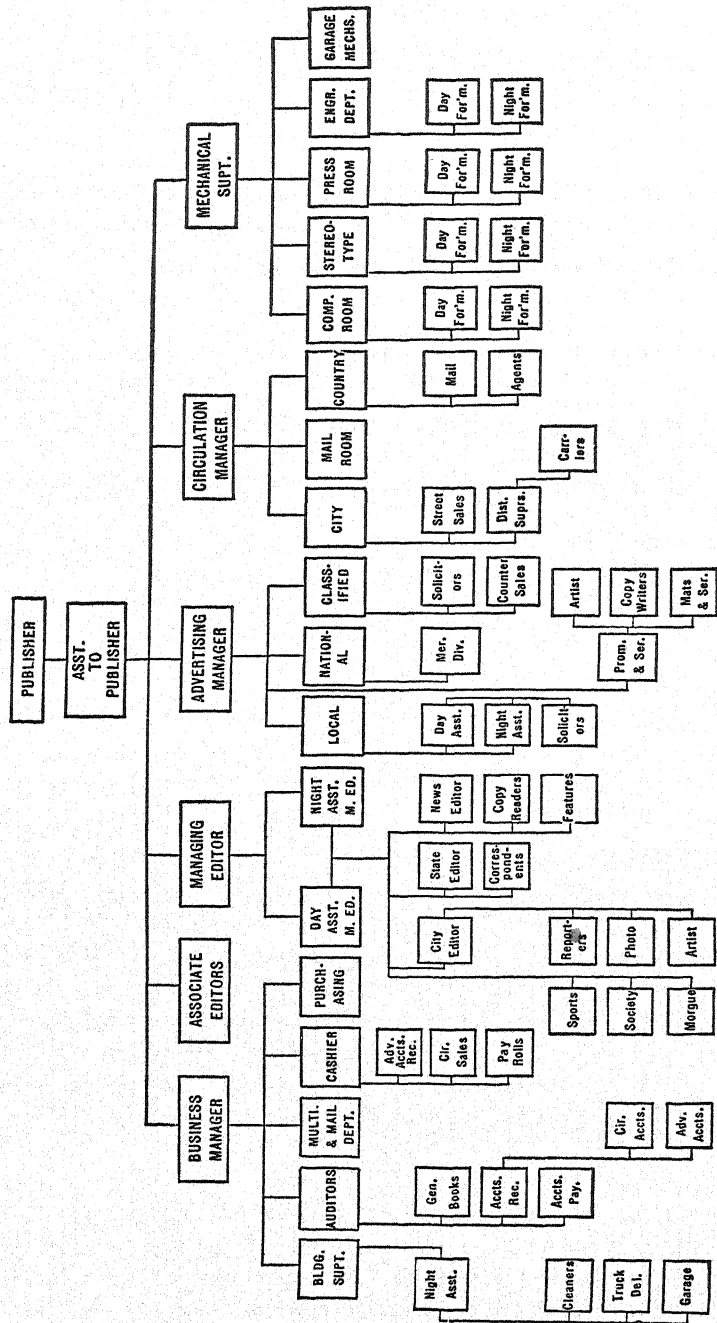
1. Newspaper organization differs from common industrial practice in several respects.

- (a) There is no standard or uniform way of organizing a newspaper property.
 - (b) Far more distinction between corporate officials and major operating executives exists in the newspaper field than in the usual industrial. This is seen in the large number of inactive corporation presidents and the small use made of the office of vice president in the newspaper organizations.
 - (c) Personal factors have a greater tendency to displace organization principles in determining the setup for newspapers than they do in common business practice.
2. Most daily newspapers are owned by corporations due primarily to the many advantages of corporate enterprises over individual or partnership methods.
 3. Newspaper organizations are of three outstanding types.
 - (a) The most frequent type of organization is headed by a "President and Publisher," under whom there are two or three major executives. In the two-phase organization the editor and business manager are the major executives. In the three-phase organization, the major executives are the editor, managing editor and business manager.
 - (b) The General Manager type of organization.
 - (c) The Owner-Operator type of organization.
 4. Except for the overhead organization, chain and non-chain newspapers are organized much the same.
 5. The mechanical departments are the most standardized parts of the newspaper from the standpoint of organization. The organization of the editorial and news side of newspapers is more uniform than that of the business activities as a whole.
 6. The organization setup is usually warped to reflect the type of control being exercised, that is, whether the paper is controlled from the viewpoint of news and editorial policies, or from the financial angle.
 7. The promotion function is still in its infancy in most newspapers and has no generally accepted or well-defined place in the scheme of organization as is indicated by the many different executives under whom its control may be placed.

THE EDITORIAL DEPARTMENT

The editorial department, the one in which the student of this book is most interested, includes everyone who has anything to do with the getting into the paper of printed material other than advertising. It includes those who write the editorials, those who write and edit news from the community in which the paper is circulated, those who write and edit news from outside the immediate community and those who write and edit feature and special articles of any kind. It also includes photographers and artists who prepare the illustrations which are related to the written material.

The largest division of the editorial department is that which has to do with local news. It is there that the new reporter usually begins work. He is not concerned with the editorial policy of the paper except as it affects him indirectly; it probably will be some time before he is asked to concentrate on feature or special articles. Only experienced writers and



OPERATING CHART OF THE BIRMINGHAM (ALABAMA) NEWS AND AGE-HERALD. (COURTESY OF EDITOR AND PUBLISHER)

editors are trusted to handle news which comes into the office by telegraph, radio or cable. Unless he understands the activities of those who are concerned with these functions, however, he may be bewildered for some time, especially if he is on a large paper.

The Editorial Writers. There usually are from one to five individuals who write the editorials. Seldom are there more than five. On many small papers there is but one, the editor-in-chief himself. And even he may not write many editorials but may purchase them already written from some syndicate such as the Newspaper Enterprise association, which reports that ninety per cent of its clients use one or more of its editorials daily.

Whenever there is more than one editorial writer within the office, there usually is some consultation on editorial policy. On larger papers the editorial council, as it is called, meets daily. At this meeting decisions are made as to what the paper's attitude is to be concerning the news of the day and what kind of editorials are to be written. The chief editorial writer always has the final vote on any matter, and he assigns the editorials to be written by other members of the group, perhaps writing the most important ones himself.

On smaller papers this consultation may be very informal. When the editorial writers have other important duties to perform, the editor merely calls them into his office or goes to them at their desks to instruct them as to what he wants written. There always, however, is one individual responsible for the editorial policy, and that individual, in the majority of cases, is the editor-in-chief. On larger papers there may be an officer known as chief editorial writer or editor of the editorial page, but he is responsible to the editor-in-chief or to the publisher.

The Managing Editor. Someone on every newspaper is in general charge of all the news that goes into the paper. This person usually has the title of managing editor. On the smaller papers the editor-in-chief also may be the managing editor. On larger papers the managing editor has several assistants carrying the titles of assistant editor, news editor, makeup editor, night editor, etc. It all depends upon the size of the paper how divided the responsibility must be. The managing editor seldom writes anything himself, but he directs the work of editors and other subordinates.

The two most important editors, next to the managing editor, are the news or telegraph editor and the city editor.

The News or Telegraph Editor. The chief responsibility of the telegraph editor, who frequently is also the news editor and makeup

editor, is to handle news which originates outside the immediate locality in which the paper circulates. Most of this today comes in by telegraph and is sent by various press associations, the largest of which are the Associated Press, United Press associations and the International News Service. Large papers also receive telegraphic reports from their own special correspondents in different parts of the world. They likewise receive news by long distance telephone, wireless, radio and cable. Many of the articles which are printed under foreign datelines come in by mail.

The telegraph editor may have working with or under him a *state editor*, or he may perform that function himself. The state editor, as the title indicates, concentrates on news of the state in which the city is situated. Most of his material comes to him by mail, although "spot" news is telegraphed or telephoned. Considerable state news comes from the press associations along with news from outside the state.

If the telegraph editor also is news editor, he consults the city editor in making up the dummy or layout of the most important pages of the paper. Decision must be made as to what local and foreign (all news outside of the immediate locality may be called foreign) news will be of most interest. More outside news is discarded each day than is used. In evaluating local and outside news the criterion always is the interest of the readers of the particular paper. These readers are most interested in what affects them personally, so important local news is given precedence over national or international news which is not of extraordinary significance. The task of weighing foreign with local news demands a complete knowledge of news values. This comes with experience. The front pages of several newspapers in the same city usually are very similar, although frequently there may be considerable differences in the importance different editors give to particular items of news, either foreign or local.

The news editor must decide not only which outside stories are to be used but also how much is to be printed of each story which is sent in by a press association or correspondent. Press associations may send much more or much less than the editor desires. With a dozen or more papers getting exactly the same report, press associations cannot expect to please every paper with every story. They try to achieve a balance. Whenever an individual paper is particularly interested in an item, they are glad to send that paper special dispatches including more information. The paper itself may conduct an investigation through a special correspondent or friendly newspaper in another community.

The task of the telegraph editor is mostly one of editing. Not all of a

single story may be received at the same time. Press associations try to send short beginnings to a number of important stories before the "adds" to the same stories. As the day's report grows, new angles to old stories are written up in the form of "leads," "new leads," "lead alls," "substitute leads," "inserts," etc.

This means that stories assigned to relatively insignificant places in early editions may have to be raised to more important positions in subsequent issues. Or, vice versa, stories given great importance in early editions may be reduced in size and position in later editions after the arrival of more important news, either local or outside. Headlines will have to be rewritten and the makeup of pages changed. Whenever an important story comes in shortly before a deadline (the last minute at which copy may be handed in for a particular edition), fast action is essential. Compositors tear out columns as directed by whoever is in charge of makeup, to make "holes" for the late copy, editors prepare copy for the linotype operators, write new headlines, hunt illustrations in the morgue (library). Reporters seek information about, and write up local angles of the news at hand.

Editors may be warned of impending important stories by "flashes" from a press association. A flash is a very brief epitome of the news. It may come in the middle of another article which is stopped to make way for it. It always is followed very shortly by a "bulletin" or news lead suitable for publication. Flashes are not so frequent today as formerly.

What follows is an exact reproduction, with some unimportant deletions, of a portion of the report carried on the Illinois wire of the United Press Aug. 3, 1946:

HX83

BULLETIN

GRANDVIEW, MO., AUG. 3.—(UP)—THE "SACRED COW" BRINGING THE PRESIDENT AND MRS. TRUMAN HOME TO VOTE IN THE MISSOURI PRIMARY TUESDAY, LANDED AT THE GRANDVIEW AIRPORT AT 12:04 P. M. CST.

SB1216P.

HX

HV MONEY-TOTING BUM, ASKT, RDY.

GX

GX GA HX

O

MIN BUN

HX84

BULLETIN

LEAD WASHINGTON

BY MERRIMAN SMITH

UNITED PRESS STAFF CORRESPONDENT

INDEPENDENCE, MO., AUG. 3.—(UP)—PRESIDENT AND MRS. TRUMAN CAME HOME TODAY TO VOTE IN MISSOURI'S PRIMARY NEXT TUESDAY AND TO SEE FROM A RINGSIDE SEAT HOW THE CHIEF EXECUTIVE'S ATTEMPT TO PURGE REP. ROGER C. SLAUGHTER IN THE 5TH CONGRESSIONAL DISTRICT IS SHAPING UP.

MORESB1223P

GX GA

GX13T

SPRINGFIELD, ILL., AUG. 3.—(UP)—LAWRENCE W. LONG, 43, ARRESTED AFTER RAILROAD DETECTIVES FOUND HIM "RIDING THE RODS" WITH \$3,000 IN SMALL BILLS, SILVER, AND MORE THAN 1,000 PENNIES IN TWO CANVAS BAGS, TODAY AWAITED TRANSFER TO THE STATE PENITENTIARY FOR PAROLE VIOLATION.

SHERIFF WALTER H. HAGLER SAID LONG WAS DETAINED BY ALTON RAILROAD DETECTIVES ON JULY 28 WHEN THEY DISCOVERED HIS POCKETS AND A SMALL CANVAS BAG BRIMMINGIOVFE

T NOPFORTUNE,

CANVAS BAG BRIMMING WITH THE SMALL FORTUNE, CONSISTING OF 800 ONE DOLLAR BILLS, TWO FIFTIES, AND ONE \$100, AND OVER \$10 IN PENNIES.

LONG TOLD AUTHORITIES HE OBTAINED THE MONEY GAMBLING AND WORKING IN A SHIPYARD ON THE WEST COAST. HE ADMITTED VIOLATING HIS PAROLE FROM MENARD STATE PRISON AFTER HIS RELEASE IN 1922.

HX88

ADD LEAD WASHINGTON INDEPENDENCE (SMITH) XXX SHAPING UP.

THE PRESIDENT'S PLANE, THE "SACRED COW," LANDED AT THE GRANDVIEW AIRPORT SOUTH OF KANSAS CITY AT 12:04 P. M. (CST) AFTER A FOUR-HOUR AND 59 MINUTE FLIGHT FROM WASHINGTON.

JUST FOUR MINUTES BEFORE THE PLANE DIPPED SMOOTHLY TO THE RUNWAY IN BRIGHT AUGUST SUNSHINE, THE PRESIDENT'S DAUGHTER, MISS MARGARET TRUMAN, ARRIVED AT THE FIELD.

MRS. BESS TRUMAN WAS THE FIRST OF THE PRESIDENTIAL PARTY TO EMERGE FROM THE PLANE. THEN CAME THE PRESIDENT, WEARING A BROWN SUIT AND PANAMA HAT AND CARRYING A SMALL BRIEF CASE. BOTH EMBRACED THE DAUGHTER, WHO HAS SPENT MOST OF THE SUMMER AT THE "LITTLE WHITE HOUSE" HERE.

ALSO AT THE AIRPORT TO GREET THE FIRST FAMILY WERE FRED CANFIL, THE U. S. MARSHAL HERE, AND VIVIAN TRUMAN, BROTHER OF THE PRESIDENT.

Keys to the understanding of this exhibit are: HX is the symbol for the Chicago bureau. Throughout the day all stories or parts of stories sent out from the bureau are numbered in order. The automatic printer telegraph machine prints only in capital letters, leaving it to the telegraph editor to edit copy to indicate what he wants left in capitals. The telegraph editor uses the ordinary copy reading symbols, assuming that the copy is entirely in small letters. The SB1216P is the initials (SB) of the operator doing the sending and the time the dispatch was finished (12:16 p.m.). In the morning it would be A instead of P.

Next comes a message from the Springfield, Ill., bureau (GX) to the Chicago bureau, which controls the wire, "Have money-toting bum, asked, ready," meaning that it has prepared a story about a money-toting bum which it was asked to obtain. As he was telling the Springfield office to go ahead (GA), the Chicago wire editor was handed a bulletin which he decided should be sent over the wire ahead of the downstate story. The "O" indicates that both bureaus started to send simultaneously resulting in a confused signal. "Min bun" means, "Wait a minute; we have a bulletin."

"Lead Washington" means that there has been an earlier story about President Truman's trip written with a Washington dateline. Aug. 3 is, of course, the date which more and more papers are coming to edit out of copy in the assumption that the date at the top of the page is sufficient; datelines, if used at all, are for stories originating the day before or for stories coming from the other side of the world where, because of the difference in time, it may be Aug. 4 instead of Aug. 3. Those papers which dislike datelines edit copy held over from the day before to substitute "yesterday" for "today."

"More" at the end of a bulletin means that the article is to be continued. Sometimes a bureau sends an add to a story already carried without the original "more" warning having been given; such happens when additional unforeseen information is obtained after the first part of the story has been sent. Newspapers are not obliged to use the by-lines (signatures) of press association writers, but they must use the association's logotype to give the proper credit. Press association copy may be edited to reduce its length or to improve its grammatical construction. Too great liberty, however, cannot be taken with it, so as to make important changes in meaning.

The (HX) at the end of the story from Springfield indicates either that the Chicago bureau requested the story or should pay particular attention to it. Note that in the "slug line" of HX 88 the last words

(shaping up) of the preceding "take" of the story are repeated for the convenience of the telegraph editor who puts the story together.

Often, to prevent editors from knowing the association's private business or to get wind of stories-in-the-breaking of which information might "leak" to rival associations (especially in the case of a paper taking more than one service), messages between bureaus are sent by code. The following is the code ordinarily used:

A -	G &	M .	S s	Y 6
B ?	H £	N ,	T 5	Z "
C :	I 8	O 9	U 7	
D \$	J '	P 0	V ;	
E 3	K (Q 1	W 2	
F !	L)	R 4	X /	

The telegraph editor always should be alert for stories which can be given a local angle. If a local name appears in a press association story, customary practice is to use what comes over the wire merely as a "tip" and to get an original, usually more adequate, story first hand. In other cases local angles may be written up as separate stories, as additions under proper separation marks or headlines, as inserted editor's notes (frequently in bold face) or as boxed articles either inserted in the press association story or used in a nearby column. Similar "improvements" to a press association story also may be made when an unusual word, used perhaps by a Supreme court justice in a decision or by a prominent person in a public statement, needs definition or a place name or historical allusion requires explanation. In such work the telegraph editor usually is assisted by members of the regular city reportorial or rewrite staff. He also has recourse to the newspaper library, or morgue as it is called, where he finds background material on most any subject, biographical material on famous persons, including a sketch written for use in case of death, and pictures, in original, mat or cut form. It is the managing or news editor who decides what pictures are to be used, but the telegraph editor makes recommendations.

The City Editor. The city editor naturally has charge of the gathering and writing of news originating in the immediate locality. He keeps a date, or future, book of events which he knows will take place and makes assignments out of it each day. The work of covering these assignments is that of the reporters.

The city editor may have several assistants. On large papers there are both a day and night city editor. There also are a number of copy readers who work with both the city and telegraph editors, correcting the work

of reporters, editing the copy from press associations and correspondents, writing headlines, designating what stories must be rewritten entirely or expanded.

If the paper does not have a central copy desk with a head copy reader, the city editor sits in the center of a semi-circular table called a slot with his copy readers seated around the outside rim. When the head copy reader or the editor receives copy, he glances at it and then turns it over to a copy reader, with or without instructions as to how to edit it. Headlines may be assigned at that time or withheld until the managing editor or news editor passes judgment upon the story. The headlines are written by the copy readers. If there is a central copy desk, all copy from both city and telegraph editor goes to it.

It is seldom that the offices of city and telegraph editor are combined. When there is no separate news editor, one of these (usually, as stated, the latter) acts as news editor and makes final decisions as to which stories are to be played up in each edition and what sized headlines are to be written. If the person acting as news editor does not act also as makeup editor, he at least gives orders to the makeup editor. Most newspapers make a dummy of each important news page to indicate the positions of stories and illustrations for the guidance of whoever is in charge of makeup. Editors of special pages, as sports and society, usually do the same, receiving their dummies from the advertising department after the positions of the advertisements have been indicated.

Reporters. Reporters are of two kinds: beat or leg men, and assignment men. On a large paper the beat man may not report to the office but may go directly to some place in the community where he is stationed all day. As soon as he arrives on duty he phones the office and may receive some instructions. He seldom writes a story but telephones his information to the office, where a rewrite man either copies what the beat man dictates or takes notes from which he writes the story. Whenever a beat man does write his own copy, he sends it to the office by messenger from the press room of the building in which he is stationed.

The assignment men report to the office about four or five hours before the first edition of the paper, or about eight or nine hours beforehand if there is only one edition each day. Before they arrive, the city editor or one of his assistants prepares assignment blanks telling them what stories they are expected to cover that day. These blanks may be regularly printed forms or they may be typewritten on copy paper. Frequently clippings from previous editions of the paper or from other papers are attached, or there may be a suggestion that the reporter

consult the morgue before starting out on the assignment. The assignment sheet may tell not only the story that is wanted but its estimated length in terms of a newspaper column. The city editor keeps a complete list of the assignments given to all reporters, either in his date book or on a printed schedule sheet.

On small newspapers each reporter usually has a beat and also receives special assignments each day. He covers his beat at regular intervals daily and spends the rest of his time on other stories. Some of the items on his assignment sheet may be mere reminders not to overlook stories expected to materialize on his beat that day.

On any newspaper the city editor tries to assign reporters to stories which they are best fitted to cover. If a very important local story breaks, one man will be kept at it alone as long as is necessary. During that period he occupies practically the same position as a beat man. He does not receive other assignments and he may not even be required to report to the office until ready to write his story. If he is far away from the office just before a deadline, he phones his information to a rewrite man.

Usually instructions other than clippings are given out orally to assignment reporters. As a matter of fact, very small papers may dispense with the prepared assignment slip, giving all orders orally. This method, however, is careless and inefficient. Some form of written assignment is in vogue in most newspaper offices, no matter how small.

The city editor always likes to have one or two reporters in the office available to send out on an important story which may break after the assignments are given out. Frequently beat men phone tips of important stories which they cannot cover personally without leaving their posts. Reporters waiting for assignments may be kept busy rewriting or reading other newspapers for suggestions of stories to be assigned. Some member of the staff may precede the city editor on duty by several hours. If so, he goes through all the other local newspapers available at that hour and clips items about which his paper will want something that day. Some of these clippings may be rewritten without further investigation; additional information, however, will be sought in the majority of cases. Beat men will be instructed to watch for new developments.

Large newspapers have some reporters on duty at all times. They may be in the office itself or in different parts of the city, covering the most important beats.

Every reporter is given one or two days off a week, but on morning papers or papers which have Sunday editions these days may not be on Saturday and Sunday or even consecutive. The paper tries to have the

same number of reporters on duty each day and arranges its free days accordingly.

Rewrite Men. Once upon a time rewriting meant chiefly taking an account appearing in some other newspaper (usually a morning paper in case the rewrite man worked for an afternoon sheet, or vice versa) and recasting it, either with or without the trouble of verification. Today, rewrite means much more. In addition, it means rewriting publicity material which arrives by mail, taking stories from visitors to the news room, doing over the work of some other writer whose efforts were unsatisfactory from the standpoint of the city or copy desk, "doing" the local angle on telegraph stories, revising stories already in print, usually by means of proof corrections, inserts, adds or new leads and—most important—taking information over the telephone from persons volunteering news, news sources whom he contacts in that way or from beat or assignment reporters.

Leading rewrite men on any newspaper are experienced reporters and fast, competent writers. They have to be able to hear well over the telephone, to take rapid and comprehensive notes, to question reporters and others about missing details and to turn out copy speedily under pressure of deadlines. It is good practice always to have the same rewrite man handle all angles of an important story day after day, although this frequently is impossible when the story is especially complex or time is pressing. In such event, one rewrite man is assigned to write the lead and main portion of a story with others either giving him their notes or writing inserts or adds to become a part of his story.

When word reaches the news room of a crime, fire, other disaster or incident to the scene of which a beat or assignment man will be sent, the rewrite man does not wait to hear from the reporter but begins immediately to get what he can by telephone. If he can't reach any of the principals, whose identity he may not even know, he consults the city directory and calls several persons in the vicinity of the occurrence. By the time the reporter reaches the scene and calls in, the rewrite man already may have most of the details which he checks with what the reporter has gathered. Then, if deadline is nearing, he grinds out his story in "takes" which copy boys rush to the city desk.

The rewrite man, acting as such, never leaves the news room. To relieve ambitious writers of boredom they often are given reportorial assignments which also serve to keep them in touch with news sources.

Other Editors. The duties of the makeup editor, state editor and

copy readers have been mentioned in the preceding discussion of other officers. It should be repeated that small newspapers may have no special makeup editor, one man probably performing the duties of managing editor, news editor, telegraph editor, state editor, makeup editor and occasionally even city editor. Likewise, there may be no copy readers other than the editors themselves, and rewriting may be done by older reporters or by the editors. The important thing to recognize is that these duties must be performed by someone on any newspaper, no matter how large or small.

Any paper, furthermore, has some special editors. On smaller papers, reporters may be assigned special pages or columns or kinds of news for which to be responsible. Star reporters frequently develop specialties and have titles such as chief political writer, chief business writer, chief financial writer, etc.

There are few newspapers that do not have a *sports editor* and also a *society editor* who usually are given complete charge of their pages. They work independently of the news and city editors. If any news which ordinarily would appear on their pages seems worthy of a position in the general news section, they prepare the copy and turn it over to the news or city editor who evaluates it along with the other news of the day.

Both the sports and society editor may have assistants. The sports department of a city newspaper sometimes is large. The society editor usually is a woman who does most of her work by telephone. She may have assistants who cover outstanding social events. Some general assignment reporter may cover society news that affects particularly important personages.

Other editors which may be found on a newspaper include: radio, automobile, real estate, financial, motion picture, literary, health, feature, dramatic, fine arts, aviation, conservation, question, women's, etc. In small communities assignments falling in these categories are considered as ordinary news. Special articles or columns on these subjects may be purchased from syndicates which employ experts. It would be impossible for small papers to maintain special writers in all of these fields, but readers everywhere are interested in reading such material. Thus, press associations and syndicates perform a highly useful service for small papers. The only lamentable feature of the tendency of small papers' obtaining such copy from syndicates is the inevitable loss of individuality which results. Small papers all over the country rapidly are coming to have a standardized appearance.

If the paper publishes a Sunday edition, it has a Sunday editor who

spends the week preparing special pages and feature material. Much of this is sent to press early in the week and some sections even are sent to news dealers in outlying districts several days ahead of an issue. The sections containing spot news of the day, of course, are written Saturday afternoon and evening by the regular staff.

The Art Department. Photographic material which goes into a newspaper is called art work. If the photographic or art department is not organized as a part of the editorial department, it at least works in close conjunction with it.

At the head of the department is an art editor and under him photographers, illustrators, layout men and rotogravure men if the paper has a rotogravure section. The photographers work chiefly with the city desk from which they receive assignments either directly or through a chief photographer. Photographers usually are accompanied by reporters on their assignments and, on occasion, may even act as reporters themselves. The practice is growing of equipping reporters with cameras so that they may act as photographers as well. At any rate reporters must be picture-conscious so as to be able to notify their offices of photographic possibilities.

Illustrators and layout men illustrate articles for the Sunday and feature pages and sometimes sketch from life. They touch up and redraw photographs and prepare maps and diagrams to accompany news stories. They put in the "x" to mark the spot and also draw the dotted lines to indicate how the alleged criminal left the scene of the crime. A layout contains several photographs which when arranged usually must have borders and incidental decorations before being sent to the engraving room.

Most newspapers cannot afford to employ a cartoonist but they purchase cartoons and comic strips from syndicates. Assignments to cartoonists on the larger papers generally are made by a member of the editorial council. The cartoonist's ideas usually must be consistent with the editorial policy of the paper.

Newspapers today are equipped to develop their own photographs in an amazingly short time, and most average-sized papers own their own engraving plants where cuts suitable for use in the paper are made. The entire process of development and engraving has been reduced to less than an hour in many newspaper offices.

THE COURSE OF AN ITEM OF NEWS

Any piece of written copy from a reporter's mill (typewriter) passes through a number of hands and changes physical form several times be-

fore it appears in print in the finished paper. The steps involved are very definite and virtually the same in any newspaper plant.

The Editorial Room. The first to receive the copy, after the reporter has completed it, is the city editor who reads it for errors of fact and omissions and, carefully, for style and grammar in case there is no copy desk. If there is a copy desk, it gives every piece of copy a thorough going over from every angle. It is the copy reader's duty to correct any and all errors that the reporter has made, errors either of fact or form. The copy reader is the office watchdog. He catches mistakes in names and addresses and in facts as far as he can. In the endeavor to protect his paper against possible libel suits, he questions every statement that does not seem absolutely certain to him. He may consult the writer of any article or he may refer to the dictionary, the encyclopedia, atlas, almanac or any one of a score of other "friends" of the copy desk.

Every newspaper office strives for uniformity in style as to abbreviation, punctuation, capitalization, etc. Certain words and expressions are taboo, certain individuals and institutions must be mentioned in a particular way. The copy reader has the responsibility of seeing that these office rules are not violated. When a piece of copy leaves him, it should be ready for printing.

Usually, however, the copy reader's work is checked by some other editor, by the chief copy reader if there is one. Every important bit of copy, local or outside, goes to the news editor for his evaluation. The city editor may assign headlines for minor stories, without consulting the news editor. Headlines for important stories, however, must be assigned by a single official who is cognizant of all the material available for an issue.

Reporters who cannot produce copy capable of being put into shape by copy readers do not last long. Some leniency, of course, is shown cubs whose stories may be rewritten by older writers. Time, however, does not permit of much such rewriting and so young reporters seldom are permitted to handle important stories until they have mastered office style and have shown their ability to write well.

The headline usually is written on a separate piece of paper, and the style type to be used in setting it up always is indicated, usually by means of a number which the composing room understands. If the newspaper does not have a headline system of numbers, the size and style of type must be indicated for each part of every headline. At the top of each page of actual copy the copy reader writes the first line of the headline together with its number. He designates each page after the first as Add 1,

Add 2, etc., and also writes the "slug" line on the top of each page. Some papers prefer a simple numbering of pages of copy, 1, 2, 3, etc., instead of the "add" system, but the slug line seldom is dispensed with. At the bottom of each page except the last the writer puts an arrow or writes the word "more," and at the very end of the article he puts a double cross mark (#) or the figure "30." A completely copyread story and headline are shown on the next page. For additional copy reading symbols see Appendix B.

The Composing Room. When the copy is received in the composing room, it is taken by a person known as the copy cutter. If there is plenty of time and the article is not too long, he gives the headline to one linotype operator who sets nothing but headlines and the entire article proper to another operator. If time is pressing, however, or if the article is long, he gives page one to one operator, page two to another, and so on. Frequently he makes even finer divisions of labor, cutting the article by paragraphs so as to have it set more rapidly, and to enable him to assemble it again easily. The article is then distributed in "takes," and each take must be marked and numbered accurately. The linotype operator always casts one line of type including the slug line of the story and the number of the take before starting to set the story itself.

When all the takes have been set in type on the intricate linotype machine, the copy cutter or foreman of the composing room assembles all of the parts and arranges them in proper order. He or a bank boy "pulls" a galley proof of the article. That is, he places a narrow piece of paper over the type, which he first inks, and makes an impression. This impression is sent to a proof reader together with the reporter's story.

Proof readers usually work in pairs, one reading and the other correcting. They use symbols in the margin to indicate the mistakes which the linotype operator has made. The corrected proof is sent back to the operator who set the type or to another operator who does nothing but correct proof errors, and the new lines are set. Sometimes, when a number of words have been omitted or must be added, it is necessary for the operator to reset several lines of type in order to adjust a column. The linotype machine is a very intricate instrument and an adequate description of it here is impossible. The aspiring reporter is advised to visit a newspaper or printing establishment and ask to be shown a linotype. Corrected proofs are sent to various editors, always to the makeup editor.

After the corrections have been made, the article is placed in a steel form which encloses all the type which is to be printed as one page. This form is called a chase, and the loose type in it is made fast by means of

Dapper Case

(36)

[Chief of County Detectives George W. Murren has requested the Reading police to detain for questioning by the state police, a suspect in the murder of Dr. Henry Dapper, of Brownsville Road, who was mysteriously killed in his automobile near the Lebanon church cemetery in August, 1948. The physician was lured to his death by a stranger who induced him to make a professional call at a late hour.]

[The county detectives were informed that the suspect, who had been arrested on another charge, carried a packet of newspaper clippings bearing on the Dapper murder, and that he refused to disclose to Reading police whether or not his residence was in this city. He proved uncommunicative.]

Chief Murren called on the state

police to make a further investigation into the case. He is prepared to send a county detective, Frank Ritz, and witnesses who saw Dr. Dapper's murderer in his office on the night that he was shot to death if the investigation justifies the move.

(More)

Add Dapper

(36)

induced

[Dr. Dapper was to leave his office by a rough stranger who asked for assistance for his wife. Henry Dapper, father of the physician, was asked to accompany the pair. When near Mount Lebanon church cemetery the stranger drew a revolver and shot the physician in the abdomen. He lost the elder Dapper and escaped in the physician's automobile.]

The car has never been found and Dapper, Jr., has been unable to describe the murderer to detectives or what transpired in the car previous to the shooting. Bootlegging and dope theories were followed by detectives for several months in an endeavor to clear the mystery.

##

Dapper Case

Data Found

on Pioneer

(36 pt caps)

Murren Wants Man

Held in Reading

Questioned

(10 pt w/rl)

Suspect Is Released

Refuses to talk about

clippings he had

relating to

doctor's murder

(10 pt)

quoins. The compositor is supervised in his work by the makeup editor, who selects from the many galleys of type the stories which he wants to go in particular places. The makeup man usually has a dummy, or sample layout of each page on paper, which shows the compositor where the main articles and illustrations are to go. There always are available a number of short articles of various lengths for use as rectifiers when it is necessary to fill out a column. The compositor may cut off the last paragraph or two of a long article to make it fit a certain space. In case of an important story, however, he consults the makeup editor or the person directing makeup before taking this liberty. He never changes advertisements whose positions are determined by the advertising manager before the makeup editor sees the dummy. The news is made to fit the space left by the advertising matter.

The Stereotyping Department and Press Room. The next process in getting the page ready is the making of a matrix, or mat, as it is called. A large sheet of a special kind of paper, resembling blotting paper and usually of a pinkish tinge, is placed over the completely typeset form of the page. Enormous pressure is applied and an impression is made on the paper which may be read as is a finished newspaper.

These mats are taken to the stereotyping room where they are bent into the shape of the circular cylinders which fit onto the press. They are placed in a casting box or automatic stereotyping machine called an auto-plate. Melted lead alloy is caused to flow into the grooves made by the linotype slugs, and when it cools the entire page is in reverse on the outside of a semi-circular lead plate. This is cooled, trimmed, planed to the right thickness, and rushed to the press room, where it is put into place on the rotary press. As many plates are made as there are presses.

Each plate has a particular place on the press depending upon the number of pages to be printed. The modern press is a marvelous piece of machinery and is being improved all the time to permit greater speed. At present some presses can print 50,000 copies of a thirty-two page paper each hour. The press, furthermore, not only prints these pages but also arranges them in order, cuts the sheets and folds them ready for distribution, and counts them.

The Circulation Department. When they come off the press the finished papers may be taken by pressmen or may be carried by revolving belts to the distributing room. There they are counted easily because of a system which causes every twenty-fifth or fiftieth paper to be turned slightly. They are wrapped into bundles for mailing or are distributed to carriers who take them to news stands for sale or delivery.

CHAPTER V

WHAT SELLS NEWSPAPERS

STAFF MEETING

By *B. F. Sylvester*

Mr. Edgeworth, publisher: "Well, the Meteor has done it again. What's the matter, Hoops?"

Hoops, managing editor: "I thought the Star was pretty fair today, Chief."

Mr. Edgeworth: "Why didn't we have the interview with Mr. Duddle on his trip to California?"

Hoops: "Isn't news. Millions of people have been to California."

Mr. Edgeworth: "But he said he was glad to be home, to the garden spot of the country. That's constructive."

Hoops: "Our readers would call it boloney."

Mr. Edgeworth: "I notice the Meteor is getting ahead by just such 'boloney.' Get it out of your head that we are publishing a New York city paper. We can't high-hat people like Mr. Duddle. People want the paper that prints the news about their friends."

Hoops: "If we printed all the Duddle items there wouldn't be room for Gandhi. We had some big exclusive news today—"

Mr. Edgeworth: "Of course, Hoops, you're supposed to use judgment. I don't want a small town sheet. But don't let the Meteor get ahead of us."

Hoops: "The Meteor didn't have a word about the elopement of Jerry Gold and the Evergreen club dancer."

Mr. Edgeworth: "An unsavory article, Hoops. The marriage was to have been annulled. Nobody would have been the wiser and there would have been no embarrassment. I'm sure the best people

don't care for such news. Sorry it was in our paper. It will give the Meteor standing. And another thing, we had very little on Lindbergh."

Hoops: "We try to keep stories short, Mr. Edgeworth."

Mr. Edgeworth: "You have to use judgment, Hoops. There is a time to keep stories short and a time to give details. Well, gentlemen, that's all. Good day."

At the Meteor office:

Mr. Hawkins, publisher: "The Star has done it again. What's the matter, Watts?"

Watts, managing editor: "I thought the Meteor was pretty fair today, Chief."

Mr. Hawkins: "What about this elopement story?"

Watts: "It wasn't constructive. We'll gain in standing among the best people because we didn't use it."

Mr. Hawkins: "The best people! We want circulation. The Star could print it. That's the way the Star gets ahead. And another thing, why this tripe about Old Man Duddle?"

Watts: "He has lots of friends."

Mr. Hawkins: "He'll ask us to give him six copies of the paper and his friends will buy the Star to get the news. We've got to be more metropolitan. And will you tell me why we have to print 800 words on Lindbergh?"

Watts: "The public wants details."

Mr. Hawkins: "I see the Star was able to tell it in 200. Well, gentlemen, that's all. Good day."

—*Editor and Publisher*

WHEN A PERSON CHANGES his residence from one city to another, one of the most difficult of the many adjustments he must make is in his daily newspaper reading habits. Whereas the departments and special features in the publication he left behind were as conveniently located as the familiar meat counter in the neighborhood delicatessen, it may be months before he is able "to find anything" in the "excuse for journalism" which he now must accept as a substitute.

Time, of course, heals all wounds, including those to the feelings of a migrant newspaper reader. A year later, on a vacation trip to his old haunts, he may become reacquainted with his old favorite and wonder how he ever thought "that rag" to be worth the two, three or four cents he used to pay for it.

READERS ARE CONSERVATIVE

In other words, newspaper reading is very much a matter of habit. Once he has become accustomed to a particular publication, the average person finds it difficult to change to another. Likewise, he is easily disturbed by changes in the familiar medium, so that smart newspaper operators have learned to make changes in their product evolutionary rather than revolutionary.

Determining what attracts readers no longer is a matter of hunch or guesswork. The Continuing Study of Newspaper Readers of the Advertising Research foundation enables publishers to evaluate the pulling power of different pages and features. By means of these reader interest surveys publishers know what comic strips, columns and other features are most widely read. Publishers have learned, however, that the test score is not necessarily a correct index of a feature's value. For instance, if one hundred readers say they read Feature A and only ten say they

CHAPTER OUTLINE

- I. Readers Are Conservative
- II. What Is News?
- III. News Values
 1. Timeliness
 2. Proximity
 3. Prominence
 4. Consequence
 5. Human Interest
- IV. Reader Interest
 1. Personal Appeal
 2. Sympathy
 3. Unusualness
 4. Progress
 5. Combat
 6. Suspense
 7. Sex and Age
 8. Animals
- V. Newspaper Policy
- VI. The Appeal of Interpretation

read Feature B, it may not be true that the former is ten times as valuable. Rather, because such surveys are quantitative rather than qualitative, it might be possible to drop Feature A without receiving a protest from a single reader. On the other hand, everyone who likes Feature B may cancel his subscription if it is dropped. Nobody as yet has learned to gauge the intensity of reader likes and dislikes, and many newspapers have had to restore comic strips, columns and other feature material because of reader protests after attempts to discontinue them.

Particular caution is needed in interpreting what the surveys tend to show regarding reader preferences in news. The orthodox way of obtaining data is for an interviewer to spread yesterday's edition before a reader who is then asked to recall what he read in it. Often the results are startling in that they show some leading article to have been read by considerably fewer readers than some comparatively inconspicuous item. The bare statistics which reveal this fact, however, do not explain it. Consequently, in order to use his knowledge of what was read in yesterday's paper as a guide in editing tomorrow's paper, the editor has to employ subjective as well as objective yardsticks.

The readership value of any news item may be increased or decreased by any of a large number of factors: its position on the page; the attractiveness of the headline over it; the names or places mentioned in it; its contents, and, of course, the skill with which it is written. The newsworthiness of any item also is relative to the other contents of the particular issue in which it appears. Since each day's news is different, it is impossible to ascribe any intrinsic value to any story. If the item found to have been No. 1 in reader interest in yesterday's paper had appeared in competition with the contents of today's paper, it might have attracted almost no readers. Tomorrow the editor might not even consider it worth using at all.

WHAT IS NEWS?

From the foregoing the difficulty of formulating a definition of news should be apparent. Many such attempts fail because of the fallacious assumption that there is something intrinsic in one event to make it news whereas, because that element is lacking, another simultaneous event is not news. Interest and importance are the supposed innate qualities. Actually, however, there is nothing that cannot be made interesting in the skillful telling; and only God Almighty is qualified to say what is important. Certainly editors do not agree as witness the widely different treatment often given the same event by competing papers.

The news judgments of editors are determined by the policies of their papers, and subscribers are attracted by those publications whose points of view most closely approximate their own. This is just another way of saying that newspapers try to give their readers what they want. Since there are many different kinds of readers, there is a need for different kinds of papers which makes the steady trend toward monopolistic and chain ownership of newspapers regrettable. Departmentalization is a way to satisfy the desires and needs of different kinds of readers of the same newspaper.

There are some events which no newspaper will disregard no matter what its policy may be. It can differ in the emphasis given the facts and the interpretations placed upon them, but when a president is elected or dies in office, a war is declared or ends, a disaster takes a large number of lives, or any of a number of other events occur, it would be suicidal to circulation for any newspaper to ignore it. A vast majority of the items which go into any edition of any newspaper, however, are selected by an editor who necessarily must discard many more potential stories than he is able to use. A pragmatic definition of news, consequently, is this:

News is an account of an event which a newspaper prints in the belief that by so doing it will profit.

Note that this definition agrees with those given in most dictionaries by emphasizing the fact that news is an account of an event and not the event itself. This definition also takes into account the fact that every newspaper attempts to reach a particular class of readers or to appeal to a certain phase of human nature common to all and it also recognizes the business aspects of newspaper publishing. It should not be inferred that newspaper stories are distorted or colored, as newspapermen put it, with fiendish regularity, for such is not so. Most differences in editorial judgment result from honest differences of opinion, or because of the different audiences to which different newspapers appeal. Every newspaper tries to satisfy its customers, and it is unfair to make a scapegoat of any newspaper which can produce circulation figures to prove it caters to public taste, no matter how socially unfortunate that taste may be.

NEWS VALUES

Disregarding (for the moment) policy as a determinant of news values, newspapers, despite their differences, have similar criteria by which to determine the potential newsworthiness of the thousands or millions of occurrences from which they make their selections each day. Psychologically these criteria may be superficial or erroneous, but they

have been tested by years of experience and, rightly or wrongly, are in vogue in all but a negligible number of news rooms.

Differing in arrangement, nomenclature and emphasis, the main determinants of news values, textbook writers and editors in the main agree, are these:

1. Timeliness
2. Proximity
3. Prominence
4. Consequence
5. Human Interest

Timeliness. It is indisputable that readers of American newspapers like to have the last chapter of a story served to them first. Perhaps this taste has been developed in them by editors. Nevertheless, the demand for latest developments and for fresh bits of news daily, almost hourly, exists. And editors cater to it, for they know that if a reader is aware that a news account is more than twenty-four hours old, he forms a poor opinion of the newspaper for not getting it sooner. He asks, "I wonder how that turned out? Why don't they tell what has happened since then?"

Modern methods of transportation and communication make it possible for a newspaper to meet this demand for spot (immediate) news. Some mysteries, of course, cannot be solved in a day; but readers are informed promptly of the existence of a mystery. Thereafter, until the mystery is solved, editors continue to serve up new bits of information as fast as they can be obtained. Readers buy later editions of a newspaper which they already have read to learn these developments.

Sometimes knowledge of an event, such as a secret marriage or a crime, is not forthcoming for some time after its occurrence. The news of the discovery of such intelligence, however, is timely, as is a story of the publication of a recently-learned historical fact. The news in such a case is in the discovery as much as in the happening itself.

Methods of news writers to meet the demands for "latest developments first," and to keep "yesterday" out of their stories, will be discussed in later chapters when the technique of news writing is considered. The point to be noted here is that news may cease to be news after twenty-four hours, even though no account of it has appeared previously. If a story is crowded out of the earlier editions, it seldom is considered worth including in later editions.

Proximity. An event occurring within the territory of a newspaper's circulation is of greater interest than a similar event outside that area.

It takes a very important foreign story to crowd out a fairly important local story. Readers have a primary interest in names of persons and places with which they are familiar. They want, first of all, to know what is going on in their own community. Examination of the front pages of newspapers published the same day in different cities shows that editors believe that the local story should be given first place.

Not only do readers like to read of happenings in their vicinity of which they have no previous knowledge, but also, perhaps especially, do they look for accounts of events with which they are familiar. They like to see their own names in print and to read what the paper has to say about situations about which they already know something. When a person expects that his name, or the name of someone whom he knows well, is to appear in the newspaper, he looks first of all for the item containing it. He is eager to read the newspaper's account of a meeting that he has attended, an accident that he has seen, or an athletic contest at which he has been present. Logically the contrary should be true; he should read first that which he already does not know. But he doesn't, and editors know that he doesn't. This being so, newspapers try to please as many readers as possible. If they feel that there is any chance of an appreciable number of readers being interested in an item, no matter how trivial it may be, they print the item.

This statement contradicts the supercilious attitude that it is only rural folk who delight in gossip. Just the opposite is true. We do not read in a New York paper that Mary Smith is spending the weekend with relatives in New Haven merely because not enough people are acquainted with Miss Smith. Those who do know her are interested in the item of her visit; if the name happens to be Kate Smith there is a strong possibility that the item will be published. There is no gossip about celebrities too trivial for publication in a metropolitan newspaper. No city reader has any right to laugh at readers of country weeklies who are interested to learn that Henry Jones has painted his barn red.

Prominence. The last paragraph suggests the importance of a prominent name in the news. Any item concerning a widely-known person, place or event receives space at the expense of a local story of only ordinary importance.

Even the bait which a president of the United States uses is news, because the fisherman is the chief executive. The last meal of a prominent criminal condemned to be executed is news, as are the marital difficulties of popular heroes, cinematic, literary, political, athletic and social. Every community has its own "personalities" in whom it is interested.

The importance of the reader's home town already has been emphasized. There seldom is any place in which he is more interested. Not all places, however, are equally important or unimportant in his estimation. Such places as Reno, Coney Island, Monte Carlo, Tia Juana, Paris and Broadway have come to be associated in his mind with certain kinds of news. Two world wars have greatly increased the list of familiar places.

Newspapers, of course, are accused of creating reader interest in individuals, places and events. It is difficult to draw up criteria by which to determine the relative importance of current happenings. Those which editors follow are based on what is called "reader interest" to be discussed shortly. In this place, in connection with prominence as determining news values, it is sufficient to say that once a person, place or event has become interesting, any closely related news item is considered important.

Consequence. Not only the prominence of persons, places and things mentioned in news stories originating outside the community which a newspaper serves, causes them to be published in place of local news; an equal or perhaps more important factor is the importance of the item.

To illustrate: news from Washington is front page copy in Chicago and San Francisco not primarily because it contains the widely-known names of a senator or cabinet member, but because the problem with which those figures are connected vitally concerns the best interests of readers all over the country. Every American citizen is directly affected by an important piece of legislation before Congress. National or state political news often is more important than local political news. In an Atomic age one-worldmindedness is a necessity.

Stories concerning changes in the weather or fashions, and stories of epidemics and pestilences, are important because the immediate community may be affected indirectly if not directly. A coal strike in a distant state may lead to a local shortage of fuel; a new model of automobile will be on sale locally within a short space of time; an important scientific discovery may change a reader's way of thinking on a metaphysical problem. The interest in such stories is very personal and very real.

Human Interest. Interest in human beings as such, and in events because they concern men and women in situations which might confront anyone else, is called human interest.

It is human interest, interest in the lives and welfare of others and in the well-being and progress of mankind as a whole, that causes us to read, with interest and sympathy, of loss of life and property in communities

far removed from our own. When an earthquake destroys homes and takes lives in southern Italy or in Japan, there is little likelihood of our being affected directly, except perhaps as we are asked to contribute to the Red Cross relief fund; but we are interested in learning of such "acts of God" because other human being like ourselves are involved.

It is this personal appeal which editors mean when they say that an item of news has "reader interest" even though it may not possess any of the other elements of news value: timeliness, proximity, prominence and consequence.

READER INTEREST

The term "reader interest" is used here instead of "human interest" because the latter has come to be restricted to one phase of the broader field of interest and connotes interest in the pathos and humor of everyday life. Strictly speaking, all reader interest is human interest and lists of elements are numerous and varied. The author has attempted to reduce the following pragmatic list to a minimum length:

ELEMENTS OF READER INTEREST

- | | |
|--------------------|----------------|
| 1. Personal appeal | 5. Combat |
| 2. Sympathy | 6. Suspense |
| 3. Unusualness | 7. Sex and age |
| 4. Progress | 8. Animals |

Personal Appeal. What is meant by personal appeal is suggested by the discussion above of Consequence as a determinant of news values. In that discussion, however, emphasis was placed on news of events of far reaching and general importance. Other events of less significance may affect the private lives of readers.

Considerable news of fashions and of hobbies is of this sort. Another element is stronger in news of athletic contests (see Combat below), but there also is a personal appeal in such sports as the reader himself plays. In the account of a golf match, for instance, there is personal appeal to the golfer-reader; the bridge player likes to study the sample hands which most newspapers print; the home gardener reads of exhibits and gleans bits of advice from stories relating to this hobby.

Business and financial news has a personal appeal to most male readers as may also news of politics and government. In fact, almost any item of news may have a personal appeal for someone. This brief discussion includes mention of only those kinds of stories which have the most frequent personal appeal to the largest number of readers.

Sympathy. Any reader, no matter how cynical or self-centered, has some sympathetic interest in the lives and well-being of other humans. This interest includes both extremes of the pathetic and humorous in everyday life, whatever causes a reader to feel sorry for or to laugh with or at some other fellow being.

Interest in accounts of disasters involving loss of life and property is sympathetic. There may be other elements of interest in stories of fires, wrecks, accidents and other catastrophes; but when individuals are mentioned in unfortunate situations, there also is sympathetic interest. Sickness, near death, suffering of any kind, loss of wealth, etc., create attitudes of sympathy in readers.

At the other extreme, ludicrous accounts of typical men and women touch a sympathetic vein also. Americans like to laugh and are amused at almost anything in any way incongruous. In most humorous stories there is someone who suffers some inconvenience, but this does not detract from the humor of the situation any more than does knowledge of injury to a person who has slipped on a banana peel and fallen, suffice to suppress the smile which comes to one's lips.

Unusualness. Anyone who conceived the idea which occurred to Robert Ripley was bound to succeed in this country. We love thrills and anything with an -est to it. Unusual people, quaint and picturesque places, exciting adventures, all appeal to us. And when we cannot meet those individuals, see those places, experience romance ourselves, we like to read of them all the more. We take vicarious pleasure from stories of adventure and romance.

This lust for the bizarre has been exploited for about all it is worth by newspapers, magazines, fiction writers, theatrical directors and all others connected with the entertainment of a great nation. Catchy slogans, grotesque theories, veiled mysteries—anything with a “punch”—open the mouths of even the most sedate. Action—it is the shibboleth of America.

Progress. By the time he reaches the age of fifteen years, the average American boy today has forgotten more about science and invention than his father ever knew. He not only can tinker successfully with the family automobile and radio, but he can identify and argue regarding the merits of different means of locomotion on land, on and under water and in the air. By interest, schooling and experience he is better able than his elders to comprehend the importance of the release of atomic energy, the commercial possibilities of radar and similar matters.

During the past quarter century editorial judgments regarding news

of science have changed greatly. Once only fantastic yarns about missing links, rockets to the moon and supermen on Mars were considered printable. Today the treatment accorded scientists is serious and dignified, and editors and readers alike know that not only their happiness but even their very existence depends upon these savants. Although it is still the physical sciences which obtain the best and widest treatment, there is a steady increase in respect for the discoveries and theories of the social scientists, especially psychiatrists and social workers. The "brain trusters," in other words, are coming into their own, and readers grope to understand the implications of their findings and hypotheses. Superstitions may linger for centuries, but even those who cling to them are eager to learn of iconoclastic developments in scientific fields.

Combat. It has become an annual custom for press associations, magazines, schools of journalism and others to prepare lists of the most important news stories of the year. Sometimes these compilations are prepared merely on the basis of the relative amount of space given the stories included by the widespread press; other lists emphasize the historical significance of events. From whatever point of view prepared, the lists invariably contain stories involving struggle or combat. There is no other single element of reader interest which is present in so many of the outstanding news events of any twelve-month period.

Americans, it seems, like a good fight and consider life as a whole to be a struggle. The strong survive, the weak succumb, and the sidelines cheer the winners. The element of combat is found most prominently in stories of athletic contests, crime, politics, adventure, disaster and heroism. Man against man or man against nature always draws a big crowd to root for the underdog.

The Lindbergh flight story, unquestionably one of the most important of the century, was of a young, obscure adventurer who became a hero because of his daring and successful battle with the elements of nature heretofore unconquered in exactly the way in which he conquered them. Any heroism is quick to be applauded by American readers.

Suspense. The element of suspense enters into many stories of combat and into some other stories. "Will he make it?" everyone asked when Lindbergh left for Paris and all during the day that he was over the water. "Will they get him?" they inquire when a criminal is being sought.

Frequently the attention of an entire nation is centered upon a single news event, as in the case of a mine disaster when rescuers work frantically to save human lives. Illness, especially of a prominent person or from an unusual cause, may be reported so as to emphasize the element

of suspense. For several days before Edward VIII abdicated hardly anyone throughout the world could think or talk of anything except the young monarch's probable action.

There is suspense in political campaigns, in law cases and in athletic contests. The suspense in crime stories continues through the appeals and other attempts to obtain leniency up to the time a person sentenced to death is executed. In governmental news there is suspense when notes are exchanged and when legislative bodies are contemplating a proposal. A fiction-loving public dotes upon stories which provide thrills and live romance.

Sex and Age. Hieroglyphic warnings against the increasing immorality of youth have been discovered by excavators, proving that adolescence always has been a problem. Furthermore, since before the days of chivalry, the female sex has caused more worry than the male.

Times haven't changed much and "flaming youth" still is having its inning, with debutantes, co-eds, waitresses and heiresses flaming perhaps a bit more brightly than ever before. The growth of newspapers and of newspaper photography has helped satisfy the desire for accurate information of just what our allegedly wayward sons and daughters are doing, and of how they look.

So-called middle age is, from the news standpoint, the drabest of man's several stages. Precocious infancy and childhood and virile old age vie with hilarious adolescence in front page importance. The little girl who calls on the mayor to let her doggie out of the pound, and the grandma who gets her hair bobbed are good copy. The thirties, forties and fifties are the trying years if one is a publicity seeker. At those ages he really has to do something to get by the copy desk; or else he must employ an adroit public relations counsel.

Animals. Interest in animals is similar to human interest, interest in the unusual, and interest in children and old age. Usually the first two interests also are present in stories involving beasts. Sometimes the reader is sympathetic, as in the case of a dog who refuses to leave his master's grave; sometimes he is resentful, as when a tame animal turns on someone and hurts him.

Stories of unusual intelligence in animals always are good copy, especially if the well-being of humans thereby is fostered. Also anecdotes of admirable qualities, as faithfulness, have an appeal. Any freak from the animal kingdom attracts attention as Barnum knew, and there is plentiful interest remaining in the disappearing sport of hunting, especially of big game.

NEWSPAPER POLICY

No newspaper can avoid having a policy, because the attempt not to have one is in itself a policy. How and why such policies originate; how they affect the selection, writing and editing of news; their social, political and economic effects and related problems constitute the subject matter of a sizable literature, to which this author has contributed *Newsroom Problems and Policies* (Macmillan, 1941).

Aware of his paper's policy, a reporter can evaluate an item of potential news: "My city desk will go for that," "That's not considered news where I work," "Maybe I can get part of it by the desk if I am clever," and so forth. Just as readers are attracted by publications whose views approximate their own, so newsgatherers try to obtain employment under editors most likely to permit them to write as they please.

Neither reader nor cub reporter may be able to state clearly what the policy of his favorite newspaper is. Often, if not generally, a paper seems to have not one but many policies, possibly a different one for every kind of news. Nevertheless, those papers which must be included in any list of all-time journalistic greats are ones which come the closest to being journalistic "works of art." That is, they had policies which were clearcut and engrossing. They achieved technical and professional excellence because those consistent, over-all policies determined the selection, treatment and play of everything which appeared in print from column one on page one to the last column on the last page.

This criterion of journalistic greatness has nothing to do with any moral, ethical or social standards by which papers may be judged. Readers are not supposed to be aware of the technical qualities of newspaper publishing; they presumably do not know a good from a bad headline, and the intricacies of makeup are said to be totally lost on them. Consequently, it might be considered absurd even to suggest that brilliance in adhering to an editorial policy should have much or any effect. The correlation between the attempt and success is too great, however, to be mere coincidence. Joseph Pulitzer's New York *World* and St. Louis *Post-Dispatch*, William Randolph Hearst's New York *Journal* and other papers, Henry Watterson's Louisville *Courier-Journal*, Joseph Patterson's New York *Daily News* and Robert R. McCormick's Chicago *Daily Tribune* are outstanding examples of enthusiastic journalistic "axe-grinders," and all have hit the newspaper best seller lists. Millions have read these and other "giants of the press" while disagreeing violently with their viewpoints, drawn to them by their journalistic proficiency. The reader

is affected by craftsmanship even though he can describe his favorite newspaper's virtues no better than he can the art of his favorite painter, musical composer or architect.

THE APPEAL OF INTERPRETATION

Disregarding comic strips and other strictly entertainment features, those parts of the newspaper which have the greatest "pulling power" are those in which interpretative techniques of reporting, writing and editing are most developed. Readers of the sports pages, music and dramatic criticism, book reviews and the many columns of advice and gossip are satisfied customers. They feel that they are receiving not merely the surface facts but the "inside dope" as well. Experts take them "behind the scenes" to explain and comment upon the persons, places and events in which they are interested.

By contrast, as pointed out in Chapter I, readers of those parts of the paper devoted to what is called "straight" news do not possess comparable confidence that they are getting the "real lowdown" on what is going on. So they turn to columnists, radio commentators, news magazines, monthly magazine digests and news letters in quest of the "news behind the news." Actually what they get in many of the other media is no different from nor more reliable than what their newspapers give them. Those papers themselves, however, have helped create the contrary belief by reiterating for more than a half-century: "Our news columns contain only objective facts; for opinions regarding those facts, turn to the editorial page."

In actual practice there never has been any such sharp division between fact and opinion, primarily because no such separation is possible. There is no such thing as objective news reporting and writing simply because there is no such thing as absolute truth; at least none known to mortal man. Take, for example, the following two stories which appeared in different Chicago newspapers in March, 1943:

Story A

The first passengers to get a ride in Chicago's new subway will do so next Friday—but it will be only a preview.

According to plans being made by Mayor Kelly and others, leaders in Chicago's business and civic affairs will be invited for the trip. There also will be several visiting dignitaries from other cities.

Officials call it a test run. They say the opening of the subway to the public will not come until some time later in the year.

Story B

The first train with passengers will pass through the Chicago subway Friday, April 2, according to plans which were being formulated today. The occasion, however, will be a preview invitational affair because the actual opening to the general public will not take place until later in the year.

The first trip will be closely tied up with the impending April 6 mayoralty election and the plans call for Mayor Kelly's participating in a program which will stress his part in the bringing of the subway to the city.

Guests on the tour will be leaders in Chicago's business and civic affairs, along with visiting dignitaries.

Both accounts are restrained, but Story B, although not blatant, would be called "colored" by some because it "exposes" a purpose behind the news story proper. Those who believe in the separation of news from editorial opinion would contend that the "angle" should have been explored on the editorial page. Maybe so, from any of a number of points of view; but suppose the broad insinuation is true? Without that phase, is Story A factual? Objective? Does it tell the news? What is important? What is truth?

Any experienced newspaperman has written many and many a story in slavish obedience to the fictitious God Objectivity in the realization that in so doing he has not been able to tell the "real" story to which he was assigned. The point which altogether too few editors realize is that the public realizes that fact too.

Sports writers handle their news with a bias. So do music critics, book reviewers, foreign correspondents in times of peace and many others. And they rate the highest as far as the general public is concerned among all newspaper workers. These specialists are not handicapped by a slavish devotion to a supposed absolute truth. One sports writer can insist that the game was lost because the shortstop went to sleep and missed catching the ball by inches; another can maintain that the game was almost won by a superhuman attempt by the shortstop to knock down a drive which no other player in the league would even have attempted to handle. What is the absolute truth? What is it when one dramatic critic calls an actor a ham and another compares him to Barrymore at his best? In such cases the expert supports his opinion by whatever facts and logic he can. The reader then supposedly follows the writer with whose views he most often agrees, it is asked? Sure he does. He selects his abstract truth in the same way that he picks his friends, his food and the candidates for whom he votes: the way in which he makes all of his other decisions of life.

But is there no difference between facts in the fields of sports and the arts and facts in economic, social and political fields? No, there isn't. There is only a difference in the ideas that editors have of what readers want or should want. The sports writer could say merely that the single went into left field; the dramatic reviewer could report merely that the actor played the part. Editors know that readers wouldn't enjoy such writing. They are right. Where they are wrong is in thinking that readers enjoy such writing anywhere else in their papers. Readers don't. As already pointed out the most successful newspapers have been those with the greatest biases. That is so both because the so-called objective or factual handling of vital news in the social, political and economic fields is dull, and because readers know they aren't getting what's really important. The whole policy also boomerangs because by encouraging the criterion of judging newspapers good by the extent to which they allegedly do not let their editorial opinions "interfere" with their handling of the news, publishers inspire skepticism and exaggerated suspicion of themselves because of their obvious shortcomings in their supposed attempts to achieve the impossible.

This book is intended as a guide to beginners in journalism who wish to acquire the knack of interpretative reporting and writing which in the immediate future will characterize all and not just a few parts of every newspaper. Any kind of writing, this included, can be put to good or bad use, just as many scientific inventions can be used for the salvation or destruction of mankind. What differentiates the interpretative writer from the writer who distorts and colors his account is what differentiates honest from dishonest writing of any kind. The dramatic critic who honestly believes an actor is bad and says so is writing interpretatively; the critic who pans an actor because of personal spite or because he has been ordered to do so contrary to his real convictions is a literary prostitute. The same is true of the reporter of any other kind of news.

CHAPTER VI

HOW NEWSPAPERS GET NEWS

ROBOTS

Yes, the robots have taken our places,
And we're through with the newspaper game—
We've taken a spot on the sidelines,
No longer the "shadows" of Fame.
When the president issues a statement
Or the long shot clicks in the game,
A robot ticks off the story—
But somehow it isn't the same.

The papers don't read like they use to
When flesh-and-blood men used to write—
The robots can't sift out the high spots
Nor "play up" the thrill of the fight;

They haven't a heart for the pathos
To search out the laugh or the sob;
They haven't an eye for the color
That adds a thrill to the job.

And so when the story is written
That brings out the sigh or the tear—
The ship that goes down in the storm
flash,
The crowds that file past the bier;
The mother-love steadfast through sorrow,
The courage that sticks, win or lose—
To get the real punch in the story,
A reporter will cover the news!

—By E. I. Collins, Jersey City (N. J.) *Journal*, reprinted from *Editor and Publisher*

CHAPTER OUTLINE

- I. Reporters
 - 1. Beat Reporters
 - 2. Assignment Reporters
- II. City News Bureaus
- III. Press Associations
 - 1. The Associated Press
 - 2. The United Press
 - 3. The International News Service
- IV. Syndicates
- V. Publicity, Press Releases
- VI. Correspondents
- VII. The Library
- VIII. Other Sources

A FAVORITE DEVICE OF authors of geography books for children and of some advertisers of imported goods is to make graphic by maps and pictures the thousands of pairs of hands through which a product passes before it reaches the ultimate consumer. Exactly the same kind of representation could be made of the history of an item of news from its occurrence until the straphanger or family group finds it reason for thought or comment.

What happens to the news account after it reaches the news room has been described. It is a "mystery" to many, however, according to what they tell newspapermen, how the reporters and editors learned of the potential news in the first place and how the news gathering organization was set up so as to operate swiftly and efficiently.

There really is no mystery. A news gathering organization is built upon the fact that there are certain orthodox "clearing houses" of news, some public and some private, where almost everything about which any newspaper would want an account originates or is reported promptly. With little effort the average newspaper reader could prepare a sizable list of such important news sources, including the following:

PUBLIC

City hall
Police department
Fire department
Other municipal departments
County building: coroner, sheriff, clerk, courts, etc.
Federal building: post office, weather, district attorney, etc.

PRIVATE

Organizations, as Chamber of Commerce, service clubs, women's clubs, etc.
Charities and social welfare groups, as Red Cross, Community Chest, etc.
Business and financial establishments, as boards of trade, stock exchanges, banks, clearing houses, etc.

Educational institutions, churches, artistic and cultural centers and organizations
Political, labor and pressure group headquarters
Railway, marine, rapid transit and aviation offices
Undertakers, hotels, theaters, florists, hospitals and other business centers

Surprisingly few in number are the principal media by which news originating with or "cleared" through any of these important news sources, or any other kind, reaches the news room. The chief of these media are:

1. Reporters: beat and assignment
2. City news bureaus
3. Press associations
4. Syndicates
5. Press agents, publicity men, public relations counsel
6. Correspondents and friends
7. The newspaper's library and reference department

REPORTERS

Because, in a general way, news may be classified as either expected or unexpected, there are two kinds of reporters, beat and assignment. The former handle most of the expected news, or news from sources where it is expected there will be news even though its exact nature may not be anticipated; the latter handle expected news from less important sources, from sources which are not so stationary in space and, most important, unexpected news no matter where originating. Whereas the beat reporter remains at or visits the same places daily, the assignment reporter may not retrace his steps for weeks or months.

Beat Reporters. A "beat" is the news source or sources for which a beat reporter is responsible. In large cities a beat may be a single building, as the city hall or police station, where the reporter spends most or all of his working day, reporting there directly instead of to his office and either telephoning his news or sending it by messenger. He seldom writes anything himself but he may dictate a story to a rewrite man, composing as he goes along on the basis of his notes. It is not so difficult as a cub might expect to learn the knack of doing this, and much time and effort are saved in the news room thereby.

Metropolitan newspapers usually have extensions of their own telephones in the press rooms of important public buildings, as the city hall, court house and police headquarters; the beat reporter is expected to report to the city editor at intervals even though he may not have any news. If he learns of an important bit of news which he could not cover

without leaving his post, the beat reporter so informs the city editor who then sends an assignment reporter wherever necessary.

In small communities, reporters doing general assignment work usually also have beats, being responsible for news emanating from a number of important news sources which they visit several times daily, always shortly before the deadline for an edition.

Beat men for rival newspapers, despite the wishes of their superiors, usually cooperate in covering the offices in their buildings. They either exchange news before phoning it in or listen to each other's conversation to obtain facts. Inasmuch as most news on major beats is routine and not exclusive, this practice is sensibly grounded although it may tend to discourage initiative. The alert beat man investigates angles and thinks up features with which to "scoop" his rivals. Men and women in public life, used to dealing with reporters, know that it is considered unethical for them to withhold news from one reporter which they have given another. However, it is held equally bad practice to betray a reporter who has conceived the idea for an original story or angle to a story. If he wishes his story to remain exclusive, the reporter uses the public telephone system instead of calling from the press room.

Assignment Reporters. Assignment or "leg" men cover crimes, fires and other stories of which beat men may supply the tips but which they could not handle without leaving their posts. They also attend meetings, conventions, speeches and hearings, interview celebrities, go to weddings and funerals and, in general, handle all news which does not have its origin on a regular beat. They write much more than do the beat men, although, on important assignments, they telephone their news to rewrite men. Common practice is for them to send in enough for the first edition or two and then return to the office to write more adequate accounts for later editions. On some assignments, such as death watches and crime stories, requiring the constant surveillance of a reporter, even that much is not possible.

The tendency on large newspapers is toward specialization on the part of assignment reporters. The editors soon learn what kinds of stories each man is best qualified to handle. It is an advantage always to have all news related to a particular field of interest written by the same reporter who is familiar with its general and specific background.

CITY NEWS BUREAUS

Only a few large cities have city news bureaus. These are news gathering and distributing organizations maintained by competing newspapers

to relieve them of the necessity of maintaining reporters on many ordinary beats. Because beat reporters seldom obtain exclusive information anyway, it is economical to eliminate competition for routine beat news.

City news association reporters are stationed at all ordinary sources of news. They gather their information in complete detail and phone it to their office. There it is written up and sent immediately to the member newspapers. In Chicago pneumatic tubes are used for this transmission; in New York the printer telegraph machine is used. Very important news occurring suddenly is telephoned.

Paradoxical as it may seem, papers which belong to such a cooperative organization do not depend upon it entirely but keep their own reporters on beats. This is to provide a double check and to try to obtain an occasional exclusive story. Each newspaper, however, is secure in the knowledge that it can remove its beat men in an emergency and still be protected by the city news bureau.

From the standpoint of the reporter wishing to get ahead, a position with a city news bureau is not a bad opportunity. The pay generally is low, but editors are constantly on the outlook for men of ability whom they can employ. If a city news bureau reporter distinguishes himself, he usually receives offers from regular newspapers.

A city news bureau publishes nothing resembling a newspaper. It merely gathers and transmits news. The expense of the service is prorated among the newspaper members, each of which is represented on the board of directors. The news bureau manager is elected by the directors and is the employe of all of the member papers.

PRESS ASSOCIATIONS

Press associations resemble city news bureaus in purpose. They perform the same service for news outside of the community in which a newspaper is published. Very few newspapers can afford to send correspondents to all parts of the world. Those that do maintain extensive foreign staffs reduce the cost to themselves by syndicating their foreign news and feature material.

The Associated Press. The organization of the Associated Press is similar to that of a city news bureau. The membership of the "A. P.," as it is called, consists of newspaper publishers. There is no stock and, therefore, no profit-making motive. The service is paid for upon a pro rata basis according to a scale which considers both the paper's circulation and the size of the city in which it is published.

In June, 1945, the United States Supreme court, by a 5 to 3 vote, up-

held a judgment of the New York Southern District court that the Associated Press violated the anti-trust laws because of the right permitted any member to protest election to membership of any competitor. Said the lower court's decision: "A bylaw which leaves it open to members to vote solely as their self interest may dictate, disregards whatever public interest may exist." Promptly upon the higher court's upholding of this opinion, the association revised its bylaws to forbid any member or director in voting on applicants to take into consideration "the effect of his or its admission upon the ability of such applicant to compete with members in the same city or field." The court held that if proper bylaw provision were made to open up membership on a legal basis, the A.P. would be entitled to continue to keep the news of its members exclusive to each other. By an executive committee resolution of July 25, 1917, each Associated Press member is required to keep the following notice in the masthead of his paper, the second sentence therein to be optional:

MEMBER OF THE ASSOCIATED PRESS

The Associated Press is exclusively entitled to the use for republication of all news dispatches credited to it or not otherwise credited in this paper, and also the local news published therein.

All rights of republication of special dispatches herein are also reserved.

Associated Press members receive their service on leased wires, which are operated as high speed printer telegraph circuits. The association in 1947 leased more than 300,000 miles of telegraph wires to serve over 2,600 newspapers and radio stations. The average length of a day's report of eight hours to any one newspaper is about 26,000 words and the total daily output on all wires is probably 1,000,000 words, equal to seven or eight average-length novels. Formerly small newspapers which could not afford a leased wire service subscribed to news by telephone, this service being called a "pony" service. It ranged from 500 to 1,000 or perhaps 1,200 words daily. The news was transmitted by telephone from one of the Associated Press bureaus during the day at stated periods which ranged from fifteen minutes to an hour or more in length according to the requirements of the members served.

Special wires are used today sometimes as Morse circuits according to the demand from member papers and also in case of extraordinary news events, such as football games, prize fights, etc. The Associated Press also has some special wires for the transmission of market reports which are a part of the regular news wire service. The association also has news photos and feature services which have expanded considerably in recent

years, especially with the purchase of World-Wide Photos, a competing service. The news feature material consists of printed matter distributed by mail to members subscribing to it. Included are picture mats illustrating the printed articles and also news mat pictures furnished in conjunction with the reports of news events. The A.P. also has pioneered in the use of wirephoto, at present operating a 10,000 mile circuit over which pictures can be sent in eight minutes from New York to Los Angeles. It also is developing state wirephoto networks. A subsidiary, Press Association (usually shortened to PA) operates a special nationwide circuit to serve radio stations.

The Associated Press today employs about 3,000 regular full time employes in all departments and branches. This number, however, does not begin to represent the number of persons who are actively engaged in gathering news for the association. As has been stated, every one of the approximately 1,300 members is required to furnish news of his district. According to an Associated Press executive, "Figuring the number of employes for each paper and also the number of men employed by foreign news services with which the Associated Press has contractual relations, it is a conservative estimate that about 80,000 people contribute to the gathering of Associated Press news throughout the world." Their overseas staff totals about 800 headed by 100 Americans.

The Associated Press was established in its present form in 1900 by Victor F. Lawson of the Chicago *Daily News* and Melville E. Stone, retired newspaperman. Mr. Stone was general manager from 1900 to 1921 when he became counsellor. He died in 1929. Frank B. Noyes, publisher of the Washington *Star*, was president from 1900 until 1938 when he became honorary president. Kent Cooper has been executive director and general manager since 1925.

Associated Press news is cleared through more than 150 bureaus, about 100 of which are in the United States. These bureaus receive dispatches over the several wires leading to them. They edit the news and relay it according to their judgment. General headquarters are in New York, but the Washington bureau is the largest with over 100 reporters and editors.

Before the war the Associated Press had contractual relations for the exchange of news with approximately 35 foreign services. It still has them with Reuters Ltd. of London, the Tass Agency of Russia, the Canadian Press, the Australian Associated Press and a few others.

The United Press. The United Press associations and the Inter-

national News Service are organized differently than is the Associated Press. Both are private enterprises which gather and distribute news to newspapers which subscribe to it. The U.P. serves more than 2,600 newspapers and radio broadcasters including 1,027 newspapers and 570 broadcasters in the United States and 1,003 newspapers and broadcasters in other countries.

"Strictly speaking," writes Tom Gerber, promotion manager of the United Press, "newspapers receiving services from the United Press are not members, although they are frequently referred to in that way. Their relations to the United Press are contractual, the agreement providing that the United Press shall deliver, and the publishers shall receive and pay for the specified service provided for in the contract. These contracts are made for varying periods, but not less than a year at a time, and are automatically renewable. Many such contracts are perpetual."

The United Press also functions by means of bureaus of which there are about 130 in all parts of the world, perhaps 80 of them in the United States. Each bureau has a correspondent at every strategic news point within its territory who telephones or telegraphs the most important news of his district. The U.P. has 1,500 full time employes and 5,000 correspondents.

The U.P. leases more than 175,000 miles of wire in the United States to send a total daily wordage of about 750,000. It has extended considerably into the South American field, principally in Argentine, Chile and Peru. Approximately 400,000 words of news are cabled daily and about 50,000 words are imported. United Press claims to be the main dependence for world news of ninety-five per cent of the dailies of South America. It has clients in 64 countries and they publish U.P. news in 47 different languages.

The United Press usually is credited with having "pepped up" the Associated Press to the extent that the latter has come to emulate to a considerable extent the U.P. style of news writing which is brighter than the stolid, heavy-pre-war A.P. style. The United Press probably still favors the short news-feature article more than does the Associated Press. The U.P. also was first with the idea of advanced releases through its "Red Letter," and in establishing the pony telephone service and also in adopting printer telegraph machines.

The United Press was founded June 21, 1907, and adopted as its slogan, "Today's News Today." Its nucleus consisted of service contracts with 247 newspapers in the United States and the staffs, wires and organ-

izations of three sectional agencies which had been operating for approximately ten years following the dissolution of the old United Press, which had no relationship, however, to the new enterprise. These agencies were the Publishers Press, the Scripps-McRae Press association and the Scripps News association. President is Hugh Baillie. Until 1927 the United Press served morning newspapers through United News which it then absorbed to become a 24-hour service.

At the time of incorporation the principals laid down for operation of the new enterprise the following criteria:

The United Press is to be a business enterprise, devoted entirely to supplying news service, ruthless in its impartiality, knowing no friends and no enemies, international in its point of view, enterprising in its methods, entirely independent financially and non-exclusive in principle.

It must never be obligated to any financial, business, governmental or political interests. It must not be dominated by any newspaper or group of newspapers.

The International News Service. This service was founded in August, 1909, and its clients were chiefly papers owned by William Randolph Hearst who also controls the I.N.S. In 1911 the I.N.S. merged with the National News Service. In July, 1917, a separate service for morning newspapers was formed and was named Universal Service which continued as a separate unit until August, 1937, when it was combined with the I.N.S.

I.N.S. has almost 600 clients in the United States and about 500 clients in 38 other countries. In this country it operates more than 150,000 miles of leased wire connecting newspaper and radio stations with 48 bureaus. It files more than 125,000 words of news and special news-features daily. As is also true of the other services, it leases powerful shortwave radio transmitters on the east and west coasts for wireless distribution of its newscasts to foreign clients throughout the world.

The I.N.S. motto is "Get It First, but First Get It Right—and Write It Right!"

All three services send out copies of speeches and other "time" copy for release at a future date. Often such material is held for release upon receipt of an order over the regular wire. Short items gleaned from the state press are sent out in state letters. A newspaper receiving any of these services is equipped with a receiving instrument or printed telegraph machine. All press association material goes to the newspaper's telegraph editor for editing.

SYNDICATES

Syndicates also distribute identical material to clients. They do not deal in spot news, however, but rather in feature material, both written and illustrative. According to Elmo Scott Watson's *A History of Newspaper Syndicates in the United States*, the earliest instance of syndication occurred in December, 1841 when Moses Y. Beach, publisher of the *New York Sun*, defrayed the cost of a special messenger to bring a copy of President John Tyler's annual message to New York from Washington by selling extra copies of a news sheet containing it to other newspapers. The first permanent syndicate, however, was not founded until 1884 by Samuel S. McClure. It is still in operation and now has about 250 competitors, doing an aggregate annual gross business of perhaps \$50,000,000.

Although comic strips are the backbone of the syndicate business, virtually everything that goes into a newspaper can be purchased. The offerings include: spot news pictures; other news and news-feature pictures; cartoons; serial stories; poetry and verse; health columns; gardening columns; advice to the lovelorn; fashion hints; food suggestions; Hollywood gossip; household hints; oddities; advice on child rearing, and Washington and other political columns. Obviously, no non-metropolitan newspaper could afford to maintain staffs of adequate size and competence to produce any appreciable amount of this sort of material; and even the largest papers today purchase some syndicated matter, often from each other.

As in Beach's days, from the standpoint of the newspaper, syndication often is the way to finance a new feature. Several newspapers operate extensive syndicate services, handling mostly ideas which originate in their own plants but, increasingly, other material as well. Among the leading newspaper-operated syndicates are those of the *Chicago Tribune*, *New York Daily News*, *New York Herald Tribune*, *New York Post*, *Des Moines Register* and *Tribune* and *Chicago Sun-Times*.

Although most features are for sale individually, a few of the largest companies offer, for a fixed weekly sum, budget or blanket services intended to supply all of a small newspaper's needs. Notable among such services are those of King Features. With competition so keen, it is decidedly a buyer's market, and rate cards mean little. Small city dailies pay from \$25 to \$50 weekly for such a service, and a small weekly can obtain all the feature material it is able to use for \$5 a week or less. For these low prices talent worth hundreds of thousands of dollars is made available to readers almost everywhere.

Syndicated material is sent out in three general forms: mats, copy and pictures. Each feature is marked with a release date which the subscribing paper is obligated to respect. Papers usually file for future use illustrations and other material not used immediately.

Some small papers, especially weeklies, still purchase what is known as "boiler plate," and also "patented insides." Boiler plate is lead type ready for mounting and use in a newspaper column. The strips are cast solid but must be mounted upon blocks type high.

The Western Newspaper Union is the principal trafficker in patented insides which have disappeared from all except small town and country newspapers. From the total offering of the W.N.U. the editor of a small paper selects what he wants and even designates, if he chooses, the makeup for a particular issue. The pages are printed by the syndicate in Chicago and are sent to the publisher who inserts them in his own paper. A general practice is to purchase the inside pages already printed and to print the local pages on the opposite sides of the same newsprint.

PUBLICITY, PRESS RELEASES

Trying to draw the line to show where propaganda ends and news begins is a task which many prominent students of public opinion have assigned themselves with indifferent success. It is hardly debatable that there seldom is an item of news which contains neither favorable nor unfavorable publicity for someone. Application of the criterion of motive on the part of the person who submits or furnishes data for a news item, the reporter who writes it and the editors who edit it leads to only slightly more satisfactory results in attempting to devise workable definitions.

Nevertheless, there is a difference between the manipulators of public opinion, the practical and master psychologists who call themselves public relations counsel, and the directors of publicity for educational institutions, organizations, businesses and governmental services who supply the press regularly with information as to what is transpiring in the fields with which they are connected.

It is not uncommon for an editor to become disgusted after being tricked into printing as news a "cooked up" publicity story and to refuse for a time to open that sizable portion of his diurnal mail which contains publicity releases. Most newspapers, however, look to the daily flood of such material to provide the basis for a fair amount of their news. Reporters assigned to organization meetings and conventions often are instructed to get in touch with the chairman of publicity, a majority of

whom treat the gentlemen of the press with extreme courtesy, even to the extent of providing legitimate food and drink.

Wrote H. F. Harrington and Lawrence Martin in their *Pathways to Print*:

News and publicity may be exactly the same thing except for one distinction. They are both current, truthful and interesting information. News, however, is written from the standpoint of one who desires to be informed, while publicity is written from the standpoint of one who desires others to be informed. The best publicity material that can be written tends to cross the barrier of definition and become, in its own right, news.

From this quotation may be gleaned the reason why newspapermen always read publicity in the form of press releases with a skeptical eye. To emphasize the news and subdue the publicity or propaganda, and also to avoid having exactly the same story as other papers receiving the same release, editors have rewritten most of the publicity material which is saved from the waste basket because it possesses sufficient merit to qualify as news.

CORRESPONDENTS

There probably is no newspaper anywhere without some correspondents. Even the small country weekly appoints individuals in communities within the area of its circulation to send in items about happenings which might be of interest to readers. The larger the newspaper, the larger the staff of correspondents.

Correspondents for most papers are paid by the line or inch. They carefully clip their news after it is printed and at regular intervals submit these clippings, pasted or clipped together to form what is called a "string," so that the paper can determine the amount due them.

Newspapers in average-sized cities like to obtain as correspondents small town and country editors, although almost anyone may be employed. Many postmasters, teachers and ministers act as correspondents for rural districts. Correspondents for metropolitan newspapers usually are members of the staffs of smaller newspapers who relay the small amount of rural news which may be of interest to a large paper.

Correspondents send in most of their material by mail, either daily or on designated days during the week. Important news events are phoned or sent by wire. Many papers issue instruction sheets to correspondents to tell them just what kind of news to send and what to avoid sending

and what to do in case important stories break shortly before a deadline.

It happens not infrequently that a very important news event occurs within the territory of a small town or rural correspondent. If he is certain that his newspaper will want the story, he takes upon himself the responsibility of telephoning or wiring it. When in doubt, or when seeking to sell a story to a newspaper for which he is not a regular correspondent, he sends a "query." This is a very short statement of the news event and an estimate of the number of words that it will take to tell the story. For example:

Major John Abbott suicide. 500

might be a typical query. If the newspaper queried wants the story at once, it answers the correspondent to go ahead and send what he has. Often the state editor orders fewer words than the correspondent would like to send, as:

Send 200 Abbott suicide.

If the query arrives shortly before a deadline and there is no time to obtain additional information, the state editor makes a brief item out of the query itself.

Much of the material from small town and rural correspondents is poorly written, so that some newspapers, despairing of ever being able to edit it properly, let it go into the paper virtually untouched under the correspondent's name. On small city newspapers the work of editing country correspondence may be divided among members of the staff, the young reporters being given a great deal of it. Some one person, however, keeps an accurate account of what is sent in, especially if the paper pays its correspondents on the basis of what they send rather than on the basis of what is printed. To direct a group of country correspondents is difficult. Many editors despair of ever obtaining satisfaction from even a small majority of them.

For news from larger cities most small newspapers rely upon the press associations who act as correspondents. Metropolitan newspapers send staff members to Washington and to foreign countries. These full-time staff correspondents know exactly what is wanted. They may send their stories over leased wires or by means of Western Union which grants special rates to newspapers.

Special correspondents are engaged to write their versions of extraordinary news events as important trials, athletic contests, political events, scientific discoveries, etc. These writers are supposed to be authorities

in their fields or to be closely associated with the news at hand. Considerable "ghost-writing" is done for untrained writers, who, however, approve what is written under their signatures. A literary "ghost" is a writer who puts into readable form what is printed under the name of another. Not many of the baseball players, motion picture actors and others whose observations appear almost daily would have the time, to say nothing of the ability, to write all that is accredited to them.

The following is a typical "don't" list sent to correspondents by a large newspaper:

Do NOT send by wire stories of:

Fatal and other accidents to conductors, engineers, brakemen, switchmen or persons not identified, or persons in obscure positions in life, except when two or more fatalities result from the same accident, or there is a great loss of property involved. Trivial accidents such as the breaking of legs, loss of fingers by mowing machines or other like events.

Insignificant robberies, burglaries, till-tappings, etc.

Obituaries of ordinary individuals. But deaths of men of state or national repute should be noticed. In such cases, if time, wire for instructions.

Rapes, abortions, or seductions, except when persons of marked prominence are involved, and then be careful to give only facts that are in proof through judicial proceedings. Send nothing on mere rumor. Cases of incest and infanticide never are wanted.

Reports of the celebration or observance of holidays, except when persons of state or national importance are to speak, and in such cases file advanced notice by mail and receive instructions.

Daily accounts of testimony in murder trials, unless on instructions.

Specials regarding sporting matters, except after first asking and obtaining instructions.

Abstracts of sermons by telegraph unless they are ordered.

Accounts of county fairs. But succinct accounts of the openings of state fairs may be sent.

Puffs of hotels or any other advertising.

Theatrical or other amusement notices, except in the case of large cities and artists of national repute, first productions of important plays or operas or other noteworthy events; and in all such cases instructions should be asked for.

Reports of the proceedings of secret societies, except on special instructions.

Crops news, unless specially ordered. In case of rain or frost at critical times, however, wire the paper and receive instructions.

Reports of school commencements unless they are ordered.

Weddings, unless previously ordered. Give advanced notice thereof when the parties are important, and await instructions.

Ordinary damage suits.

Births of freaks or monstrosities.

Faraway crimes (unless persons of prominence are involved) or executions unless ordered.

DON'T:

Don't leave town without placing some capable person in charge.

Don't send hearsay and carefully avoid all libelous news.

Don't send marriages or deaths by telegraph unless the people are of more than local importance, and do not send them by mail unless the people are locally important.

Don't send jokes, puffs or illusions.

Don't try to slip advertising in your news story.

Always notify the office of all important events that are to take place. If possible, send a complete program in advance so that the paper will know what prominent men are to be present. Then watch for instructions. This also holds true of public demonstrations, political meetings, mass meetings of citizens, etc. Never let your writing be influenced by your personal feelings. Your paper has nothing to do with your friendships or enemies. Be accurate and avoid prejudice in your statements regarding persons. A story which is not true may mean a libel suit, and your discharge.

Remember your paper will not wait for the news. It must get it on time. A correspondent is in duty bound to send all news to his newspaper. Any effort made by bribes or solicitations must be shunned. Do not let anyone influence you to send a news item to your paper or ask you not to publish news of some particular event. In every case of this kind, give a full account of the circumstances to the editor and let him accept the responsibility.

Every newspaper has hobbies. Our "Specialties" include:

Unique statistics.

Cigaret stories, legal, legislative, deaths, insanity, etc.

Animal stories—by mail.

Unique hunting and fishing stories—by mail.

Interesting personalities about men and women in the public eye—by mail.

Odd photographs.

Scientific discoveries.

Stories of romance—by mail.

Get illustrations.

THE LIBRARY

The modern newspaper library and correlated reference department are the outgrowth of the old "morgue" which got its name because it contained little more than the obituaries of prominent persons for possible publication upon their death.

Today the library is a much more dignified adjunct to a newspaper than was the old morgue; most large newspapers have recognized its value and are employing trained help instead of passing on the task to some overgrown office boy or venerable reporter.

Although the obituary service still is performed, the modern newspaper library also contains thousands of volumes, and from 300 to 1,000 clippings are added daily to the correlated reference department. These

clippings are indexed several times to make the task of finding a particular bit of information one of only a minute. The *Detroit News*, which has been progressive in developing its library and reference department, boasts that it has 2,500,000 clippings so classified that any one can be found in a minute. It also has 1,000,000 photos, 50,000 cuts, 5,000 pamphlets and 25,000 books. The reference department's activities are as follows:

The filing of 400 to 425 clippings a day from the *News* and other newspapers and magazines.

The daily filing of 225 photographs, 50 engravings and a variable number of pamphlets and photographic negatives.

The indexing of every item of potential future value in the news columns of eight editions of the *News* in a cumulative card index system, which not only is an index to the bound volumes but is a protection against the loss of clippings.

The mailing of questionnaires to prominent persons in Detroit and Michigan, which, when answered, give fairly complete biographical data.

The writing of sketches of prominent persons in Detroit and Michigan by members of the reference department.

Gathering of photographs of prominent persons, independent of the news department.

The indexing of the bound volumes of the newspaper from its inception in 1873 which will eventually give the *News* a cumulative card index of all important happenings since the birth of the newspaper.

Making of scrap books to preserve clippings permanently when the accumulation of clippings and the importance of the personage or subject warrant it.

Since 1935 the *News* has used microfilm to record all editions of each day's paper. It also has on the film the home editions from 1873, year of its founding, to 1935. With the use of its index any item of importance dating from more than a half century ago can be flashed on a viewing screen in a few minutes, eliminating hours of search through heavy files. Microfilming is being used increasingly by all libraries as a space saver.

According to Robert E. Grayson, reference director of the New York *Herald Tribune*, their subject file, with about 5,000 general subject headings and subdivisions, can turn up past history and current information on any topic that has appeared in New York newspapers. Separate, though closely coordinated, is the biographical file of more than a half-million individual folders in alphabetical name order. The *Herald Tribune* reference library of 4,000 volumes is kept animate by constant additions and weeding to eliminate deadwood. In addition there are government document sections for federal, state and city publications; also a new section for United Nations papers. As a pioneer in the use of

microfilm, the *Herald Tribune* was the first to have a file of its paper on film. The file is complete from the first issue of the *Tribune*, April 10, 1841.

The reporter is expected to and does use the library and reference department when in search of information about anything. Given an important personage to interview, he goes to the library to obtain information about that individual. In the reference department he can obtain background information concerning any news story or subject about which he must write, and exact data of any kind which he may wish to use in a news story.

From the reference department may be obtained lists of catastrophes so that when a wreck or fire or earthquake or disaster of any kind occurs, the paper can run a tabulation of similar occurrences in the past. Records of all sorts are tabulated in the reference department. Some newspapers run a question and answer column, the work being done by someone in the reference department.

The Baltimore *Sun's* library receives about 10,000 calls of record in a month. It has 5,000 books and 100,000 subjects in its picture and cut collection. The Detroit *News* reports the following growth in the use of its reference department: in 1920 there were 2,181 calls for service; in 1929 there were 17,307; in 1930 there were 21,678; and in 1945 there were 29,128.

The student of journalism should familiarize himself with the standard encyclopedias and other books of reference. Selective lists of basic reference books are contained in *Guide to Reference Books* by Isadore Gilbert Mudge and *Basic Reference Books* by Louis Shores. The following suggestive list is derived mostly from those two sources:

PERIODICALS—INDEXES AND BIBLIOGRAPHIES

Readers' Guide

Poole's index

Industrial arts index (or, in rural libraries, Agricultural index)

Public affairs information service

American Library association index

Sears and Shaw, Essay and general literature index

Ayers' Directory of newspapers

ENCYCLOPEDIAS

New International

Britannica

Compton's Illustrated

DICTIONARIES

Roget's thesaurus
 Mansion's Standard French and English dictionary
 Mawson's dictionary of foreign terms
 Fowler's dictionary of modern English usage
 Webster's biographical dictionary
 Thorndike's Century senior dictionary
 Stephenson's dictionary of abbreviations
 Muret-Sanders' German and English dictionary
 Velazquez' Spanish and English dictionary
 Harper's Latin dictionary
 Liddell and Scott's Greek dictionary
 Hoare's Italian and English dictionary, 2nd ed. (or Hoare's Short Italian dictionary)

PHILOSOPHY

Baldwin's Dictionary of philosophy and psychology

RELIGION

Encyclopedia of religion and ethics (Hastings)
 Strong's Bible concordance
 Hastings' Dictionary of the Bible
 Julian's Dictionary of hymnology
 U. S. Bureau of the census. Religious bodies, 1926
 New Schaff-Herzog Encyclopedia of religious knowledge
 Catholic encyclopedia
 Mythology of all races
 Gayley's Classic myths

SOCIAL SCIENCES

World almanac (or, British libraries, Whitaker's almanac)
 Encyclopedia of the social sciences
 Statesman's year book
 U. S. Bureau of the census. 16th census, 1940 (with abstract of the census, and Statistical atlas)
 Statistical abstract of the United States (or, Statistical abstract of the United Kingdom, or, Canada yearbook)
 Commerce year book (U. S. Dept. of Commerce)
 Newark Public Library, 2400 business books, and Business books 1920-26
 U. S. Congressional directory
 Education index
 Monroe's Cyclopedia of education
 American council on education. American universities
 U. S. Postal guide (or, British Postal guide, or, Canada Postal guide)
 U. S. Code
 Chambers' Book of days
 Hazeltine's Anniversaries and holidays
 Negro year book

Europa and Europa year book
 Walsh's Handy book of curious information
 Twentieth Century Fund's American foundation and their fields
 Economic almanac
 E. C. Smith's Dictionary of American politics
 Black's Law dictionary

SCIENCE AND USEFUL ARTS

Thorpe's Dictionary of applied chemistry
 Bailey's Standard cyclopedia of horticulture
 Britton and Brown's Illustrated flora
 U. S. Dept. of agriculture. Yearbook
 Hodge's Handbook of American Indians
 Henley's Twentieth century formulas (or, Scientific American encyclopedia of formulas)
 Thomson's Outline of science
 Hughes' Book of major sports
 An engineering handbook (mechanical, civil, electrical, etc., as needed)
 Glazebrook's Dictionary of applied physics
 A medical dictionary (either Stedman or Dorland)

FINE ARTS

Art index
 Reinach's Apollo
 Grove's Dictionary of music
 American art annual
 Sears' Song index
 Parker's Who's Who in the theater
 Marstens' A Thousand and one nights of opera
 Ewen's Composers of yesterday; Composers of today
 International motion picture almanac
 Apel's Harvard Dictionary of music
 McSpadden's Light opera and musical comedy
 Sobel's Theatre handbook and digest of plays
 Gardner's Art through the ages

LITERATURE

Cambridge history of English literature
 Cambridge history of American literature
 A book of quotations (Bartlett or Hoyt for full index, or Stevenson for comprehensive selection)
 Brewer's Reader's handbook; also his Dictionary of phrase and fable
 Granger's Index to poetry and recitations
 Firkins' Index to short stories
 Stevenson's Home book of verse
 Bartlett's Shakespeare concordance
 Baker's Guide to the best fiction

Baker's Guide to historical fiction
 Garnett and Gosse's History of English literature
 Eastman's index to fairy tales
 Hargrave's Origins and meanings of popular phrases and names
 Lenrow's Reader's guide to prose fiction
 Burke's American authors and books, 1640-1940
 Graham's Bookman's manual; a guide to literature
 Magnus' Dictionary of European literature
 Lunitz' Living authors; also Reader's digest of books
 Untermeyer's Treasury of great poems
 Thrall's Handbook to literature
 Shipley's Dictionary of world literature

BIOGRAPHY

Lippincott's biographical dictionary
 Dictionary of American biography
 Who's Who in America
 Dictionary of national biography (or, Index and epitome, if whole set cannot be afforded)
 Who's who
 Wallace's Dictionary of Canadian biography
 Century book of names
 Who was Who in America
 International Who's Who
 Shankle's American nicknames
 DeFord's Who was when?
 Current biography

GEOGRAPHY

Times Survey atlas (Selfridge ed.)
 Shepherd's Historical atlas

HISTORY

Guide to historical literature
 New Larned History for ready reference
 Keller's Dictionary of dates
 Channing, Hart and Turner's Guide to the study of American history
 Pageant of America
 Low and Pulling's Dictionary of English history
 Ploetz' Manual of universal history
 Cambridge modern history (also Cambridge medieval and Cambridge ancient history as needed)
 Harper's Dictionary of classical literature and antiquities
 MacDonald's Documentary source book
 Larned's Literature of American history
 Writings on American history
 Gross's Sources of English history

Adams' Dictionary of American history
Langer's Encyclopedia of world history

PUBLIC DOCUMENTS

Document catalog
Monthly catalogue
Library of Congress. Monthly check-list of state publications

BIBLIOGRAPHY

United States catalog, with Cumulative book index
A. L. A. catalog (also Booklist)
Standard catalog for public libraries
Standard catalog for high school libraries
Children's catalog
Book Review digest

OTHER SOURCES

The preceding discussion about exhausts the subject of how the material which appears in a newspaper daily reaches the editor's desk. Art work, of course, is prepared by the art department, which was discussed in Chapter IV. Some material comes into the office unsolicited from friends or from individuals interested in seeing it in the newspaper. Intimates of reporters and editors who supply frequent "tips" not otherwise obtainable by members of the staff, are called "pipelines." Every newspaperman tries to discover as many pipelines as he can.

Someone on every newspaper reads other newspapers and periodicals, both those published in the immediate community and outside. A story with a local angle may be investigated further or an item may be rewritten upon the information in the other publication. Some papers run columns of brief news summaries from other cities which consist of short items sent in by press associations and correspondents and of short rewrites from other newspapers.

Those who read and clip other newspapers always are on the outlook for ideas for feature stories, news articles, stunts, etc. which their paper can emulate. Thus, newspapers tend to learn from each other and to exchange worthwhile ideas.



PART II
PRINCIPLES OF NEWS WRITING

CHAPTER VII

ORGANIZING THE FACTS

NEWSPAPER OF THE FUTURE

The scene is in the general offices of a large metropolitan daily.

The city editor, an efficient, business-like lady, is seated at her desk. All the office force are women; the composing-room foreman is an Amazonian type female, and advertising, layout, circulation, all duties around the paper are handled by women.

Suddenly the door to the private office bursts open, and in rushes a young lady with a handful of copy in her hand. She lays it quickly on the editor's desk and stands at attention. The "editoress" glances at the copy, then at the girl reporter.

"When did this occur?" the editor asks.

"Thirty minutes ago," the girl replies.

"Too old," the editor snaps, and tosses the copy into the wastebasket.

Another snappy young lady enters soon after with her copy. After glancing at it the editor queries, "When did this happen?"

"Fifteen minutes ago," the reporter replies.

"Too old for the street edition—we can use it only in the state edition," coldly barks the lady editor.

Suddenly there is a swish of skirts and a dapper, snappy little red-headed reporter slams a batch of copy on the editorial desk.

The editor picks it up, and once more the question, "When did this occur?"

The little red-head holds up her hand, and in quick, brisk voice says, "Listen! You'll hear the shot!"

—*Texas Press Messenger*

CHAPTER OUTLINE

- I. The Pyramid Form
 - 1. Reasons for This Form
 - 2. The Lead
 - 3. Qualities of a Good Lead
 - 4. The Body
- II. The Reporter's Notes
 - 1. Taking Notes
 - 2. Arranging the Notes

THE FIRST STEP TO BE TAKEN in preparing one's self for interpretative news writing, or for any important news room position, should be mastery of the technique of what is called "straight" news writing. This type of writing is factual, objective and generally unembellished, consistent with the tradition that routine accounts of ordinary events should be devoid of editorial comment or opinion.

Doubtless there always will be a place in newspapers for at least a minimum of this sort of writing. A large number of stories either are not of sufficient importance to warrant interpretation or do not lend themselves easily to that sort of treatment. Furthermore, news gathering is likely to increase, rather than diminish in speed, which means that the first accounts of many stories capable of improvement through interpretation, will be written first in straight news story form. Better and more comprehensive treatment necessarily will be delayed until a later edition or day.

In this and the succeeding chapters of Part II the attempt is made to outline the steps by which the beginning reporter can master the technique of straight news reporting and writing and gradually learn how to utilize the greatest possibilities afforded by that type of work to equip himself for the more interesting and important assignments which will be his if he passes a successful cubhood. Nothing learned in acquiring the knack of straight news reporting will be wasted knowledge, for most criticism of the so-called "stereotyped" form of writing up similar events relate to content rather than stylistic technique. The fundamentals of news writing as now recognized are sound and will persist despite any experiments to broaden the newspaper's appeal to meet increasing consumer demand for more "news behind the news."

THE PYRAMID FORM

The striking difference between news writing in the United States and other forms of written composition, such as the essay, poetry, drama, novel, short story, etc. is that, whereas the authors of these other forms of composition usually begin with minor or incidental details and work

to a climax near or at the end of their compositions, the news writer reverses this plan of organization. In other words, he begins with the climax or end of the story. Given a schedule of facts to arrange in the form of a newspaper article, he selects the most important fact or climax of the story he has to tell, and puts it in the first paragraph. The second most important fact comes second, the third most important fact third, and so on.

For example, note the two possible ways of telling the following story:

CHRONOLOGICAL STYLE

Vernon, 10, Henry, 7, and Leland, 5, sons of Mrs. Winifred Landis, 1548 Winslow place, attended Sunday school this Easter morning at the Plymouth Congregational church, 1134 Dayton avenue. About 10 o'clock, as they were leaving the building they were met by their father, Albert Landis, 36, a machinist, who has been separated from his wife for about six months.

Landis gave Vernon a note to take home to his mother and then drove off in his automobile with the other two boys. Mrs. Landis read the note which stated that her husband intended killing himself and his two younger sons. Immediately she notified police who broadcast a radio order to all patrolmen and squad cars to watch out for the father and boys.

Within a quarter hour Earl C. Bauer, 1908 Superior street, telephoned headquarters that he had seen an automobile, apparently containing an injured man, parked a half mile south of town on Sutherland boulevard. Police were immediately sent to investigate and found the dead body of Landis, with a bullet in the right temple, and the two boys. Henry had been shot twice over his left ear and Leland once over his right ear. A .25 caliber automatic was on the floor of the car.

The police ambulance took the boys to

NEWSPAPER STYLE

Two young boys, fresh from Easter Sunday school services, were critically wounded today, police reported, by bullets fired by their father before he killed himself. Municipal hospital authorities expect neither to live.

Police Chief Crittendon C. Janis related details of frantic efforts to forestall the triple shooting after the body of Albert Landis, 36, a machinist, was found slumped over his unconscious sons, Henry, 7, and Leland, 5, in his automobile a half mile south of town on Sutherland boulevard.

Landis met the boys, accompanied by another son, Vernon, 10, when they left Plymouth Congregational church, 1134 Dayton avenue, about 10 A.M. He gave Vernon a note to take home to his wife, Winifred, 1548 Winslow place, from whom he had been separated about six months. In it, Janis said, the father told of his intention to kill the two boys and himself.

Mrs. Landis called police, who sent a request to all police to watch for the Landis car. Fifteen minutes later police received a call from Earl C. Bauer, 1908 Superior street, who said a man apparently was injured in an automobile parked on Sutherland boulevard.

Rushing to the spot Janis found Landis dead, the boys unconscious and a .25

CHRONOLOGICAL STYLE

Municipal hospital where authorities said neither is expected to survive.

NEWSPAPER STYLE

caliber automatic on the floor. The chief said Landis apparently had died instantly as the result of a bullet in his right temple. Henry had been shot twice over his left ear, Leland once over his right ear.

The obvious principal difference between these two accounts is that the second emphasizes the result—the situation as it exists when the paper goes to press. Should the boys die before the next edition, the first paragraph would be corrected to substitute the word “fatally” for “critically” and to eliminate the second sentence. Paragraph two of the newspaper account shows how an interpretative touch may be given to an ordinary objective news story, as the information contained in the second and third paragraphs of the chronological account is summarized as “details of frantic efforts to forestall the triple shooting.”

Reasons for This Form. American newspapers have adopted this style of writing with reasons, of which four are most important.

1. *To facilitate reading.* The reading matter of the average newspaper, if printed in book form, would fill a large volume. The American newspaper reader hasn't time to read that much daily. Neither is he interested in all the articles appearing in any newspaper. If the climax of each story is at the beginning, the reader can learn the gist of the news shortly, and if interested, can continue to the details of stories which attract him. He should not have to read any article to its conclusion to learn what it is about. Note how the first paragraph of the example given presents the gist of the entire story.

2. *To satisfy curiosity.* This is the natural way of telling an important item of news. If someone drowns while swimming, the average person would not begin telling of the incident by narrating the dead person's preparations for a visit to the beach with a group of friends. Rather he would tell the important news first—John was drowned while swimming. Then he would relate the supplementary details of how, when and where it happened. In the example given of the chronological method of writing, the important facts are not told until the third paragraph.

3. *To facilitate makeup.* In rectifying a page, the makeup editor often finds it necessary to cut the length of some articles. If the least important details are at the end of a story, he can do this without harming the story. The makeup editor should feel free to cut ordinary articles without consulting other editors.

4. *To facilitate headline writing.* The headline consists of the "key" words or their synonyms necessary to give an idea of what a story contains. If the story is well written, the headline writer should not have to look beyond the first paragraph or two to find these words.

The Lead. The lead is the first part of a news story which gives the gist or skeleton outline of the entire story in the fewest possible words. It is not necessarily the first sentence or the first paragraph only. Some newspapers have a penchant for a series of introductory one-sentence paragraphs, and it takes several of them to give the outline of the story. The lead is simply the first unit of the story which performs the function of telling the entire story in epitomized form.

Qualities of a Good Lead. A good lead:

1. Answers all of the questions that a reader wants to have answered when hearing of a particular incident. These include: the cause and result (the *how* or *why* and the *what*), the *who* and often the *where* and the *when*. These elements are called the five *w*'s and the *h*. Not all of these must be present in every lead, but no important one should be omitted. (See Chapter VIII.)

2. Plays up the feature of the story if there is one. (See Chapter VIII.)

3. Is attractive and induces the reader to continue with the rest of the story. (See Chapter IX.)

4. Observes the canons of good news writing. (See Chapter X.)

5. Suggests or gives the authority on which the news is printed. (See Chapter XI.)

6. Identifies the individuals mentioned in the story or the story itself by relating them or it to previous or contemporaneous news. (See Chapter XII.)

The preceding example fulfills these requirements in this way:

Who—Two young boys

What—Critically wounded

When—Today

Where—City in which paper published is understood; hospital mentioned

How—Shot by father

Authority—Police reported

Identification—Boys were brothers and sons of murderer; fresh from Sunday school

Feature—is in the situation, enhanced by fact the boys had just attended Easter services

Note how the rules for a good lead are observed in the following examples:

Who—Rapp
 What—Robbed
 Where—Garage
 When—Last night
 How—Accosted by robbers
 Why—Implied
 Authority—Police implied
 Identification—Rapp's address and occupation; number and condition of robbers; amount of loot
 Feature—In the circumstances: putting car away (the how)

Who—1,000 employes
 What—Returned to work
 Where—Address given
 When—Today; after 86 days
 Why—Strike ended
 How—Demands granted
 Authority—Implied
 Identification—Kinds of workers; plant's name and address
 Feature—In the circumstances (the what)

Who—Pratt
 What—Confessed
 Where—Here
 When—Late today
 How—By confession
 Why—Understood
 Authority—Corwin; use of quotes
 Identification—Corwin's title; Pratt's age; crime by number and amount
 Feature—Fact police make official announcement

Walter Rapp, 2894 W. Green street, a teacher at the Miller high school, was robbed of \$8 and a watch last night by two intoxicated robbers who accosted him as he was putting his automobile in a garage at the rear of 1056 N. Kinsey avenue.

More than 1,000 C.I.O. production and maintenance employes returned to work today at the Harrison & Adler Co. plant, 419 W. Ginn street. Their 86-day strike ended when all but one of their demands were granted.

Police Sergeant Walton Corwin late today reported that 28-year-old Joseph R. Pratt had confessed setting "more than 30 fires in Greenwich" that did damage he estimated at "hundreds of thousands of dollars."

The Body. A common fault of a beginning reporter, especially after he has been told that the lead should contain the 5 *w*'s, identification and authority, is to crowd too much into the first paragraph of his story. Had the writer of the triple shooting story not known when to avoid being too definite, something like this might have been the result:

Henry Landis, 7, and his brother, Leland, 5, sons of Mrs. Winifred Landis, 1548 Winslow place, fresh from Easter Sunday school services, were critically wounded

about 10 o'clock this morning, Police Chief Crittenden C. Janis reported, by bullets fired by their father, Albert Landis, 36, a machinist, before he killed himself with a .25 caliber automatic in his parked automobile about a half mile south of town on Sutherland boulevard. Municipal hospital authorities, where Henry was taken with two bullet wounds over his left ear and Leland with one bullet wound over his right ear, expect neither to live.

In fact, it might have been much worse. The secret of effective lead writing is as much to know what to leave out as what to put in. The lead of the shooting story as written met the requirements of the news lead without being omnibus, the obvious fault of the crowded example just given.

It is the purpose of the body of a news story (the major portion of the story after the lead) to (1) explain and make more explicit each fact mentioned in the lead and (2) supply additional information of secondary importance not mentioned in the lead. All of the 5 *w*'s and the *h* become more definite as the story progresses, the identification becomes more positive and the authority more certain. Note how this is accomplished in the following four-paragraph story, the lead of which already has been analyzed:

Police Sergeant Walton Corwin late today reported that 28-year-old Joseph R. Pratt had confessed setting "more than 30 fires in Greenwich" that did damage he estimated at "hundreds of thousands of dollars."

The sergeant declared that Pratt told him he set the fires "just for the thrill of seeing the fire engines."

Corwin said Pratt admitted starting fires in a church, a factory, a theater, a large boat house and several homes. Some of them, he added, were general alarm fires.

Firemen, responding to an alarm, found no fire but arrested Pratt after a chase. He was ordered held in \$500 bail on a charge of turning in a false alarm.

Even such a short article, it is apparent, would not suffer greatly if shortened by eliminating paragraphs of the body. Note that the *why*, cited in the preceding analysis as "understood" in the lead, is made explicit in the second paragraph; that paragraph deals exclusively with this element, and the authority is emphasized. Likewise, authority is prominent in the third paragraph which makes the *what* more definite. The names of the properties involved might be given in later paragraphs. The fourth paragraph adds details of the present incident and suggests the next probable development.

When, to attain forcefulness through brevity, it is necessary to omit names from the lead, they should be supplied shortly, usually in the second paragraph, as was the case in the shooting story. The following is a typical example of how this may be done:

Four motorists were sentenced to jail today for driving while intoxicated. Three caused accidents.

Amos Anderson, 38 a taxi driver, 131 Tower avenue, admitted he was winding up a four-day drunk when he hit two cars in a half hour. He must serve 30 days.

Victor George, 27, 407 Greenleaf street, drew a ten-day sentence and was forbidden to drive for six months. Policemen testified his car was weaving through the street.

Curtis Irvine, 27, colored, must serve ten days for hitting a parked car at Allen avenue and Davis street Sunday night.

Roland Kenneth, 24, 1417 Heckler avenue, was sentenced to 20 days. He drove into a moving car at North Jefferson and Murphy streets last Saturday.

Depending upon whether the purpose of the two, three or four paragraphs following the first is to elaborate upon the lead or to provide

A parking lot attendant described to a coroner's jury today how a parked car suddenly roared down a Loop sidewalk late yesterday, killing one man and injuring four others.

The car, which was being moved into a parking lot at 111 N. Dearborn street, careened wildly down the sidewalk, crashing into the railing guarding the subway entrance at 127 N. Dearborn street.

George G. Yule, 58, of 802 N. Washington street, Evanston, an Internal Revenue department agent, was crushed against the railing as he tried to scramble out of the way of the driverless machine. He died before reaching Hennepin hospital.

Wayne Sarvis, 22, of 1117 Wrightwood avenue, employe of the parking lot, said he had moved the car to the sidewalk when the motor stalled. Raising the hood, Sarvis said, he tinkered with some wires.

Suddenly the car, which had been left in gear, leaped forward and roared down the sidewalk.

Those injured were Mrs. Tillie Meltzer, 54, of 3124 Ainslie street, dragged 30 feet on a fender of the car, severe leg injuries; Angelo Baio, 24 of 6034 S. California avenue; Howard Steward, 24, a Negro of 2255 Washington street, Gary; and James Tully, 24, of 4236 Wilcox street. All suffered cuts and bruises.

—Chicago Daily News

Street signs in Denver were criticized Wednesday by the men who rely most heavily on good markers and are most inconvenienced by bad ones—the letter carriers.

Sidney Koon, president of the Letter Carriers association, branch 47 (A. F. of L.), said he had experienced great difficulty in finding his way about in unfamiliar sections of the city because Manager of Parks Cranmer's three-sided signs don't indicate which street is which.

"Unmarked streets are a definite handicap for relief carriers and for the fellows who make night collections in the residential streets," he said. "Well marked streets are always appreciated by the postmen."

He mentioned curbing signs, many of which still are the only guides to the names of streets, as another blight on the life of a postman. It takes only a little snow to drift over them and make the names of streets a mystery, he pointed out. . . .

Denver Post

additional details, news stories can be charted to make their construction easier to comprehend. Whereas any body paragraph while explaining the lead also adds new facts and any paragraph adding new facts also explains the lead, note in the preceding examples that the primary purpose of each paragraph after the first is explanation.

In the following examples, on the other hand, new facts not suggested in the lead are included in the paragraphs after the first. In longer stories written according to this style it often is possible to change the order of paragraphs without materially affecting the story as a whole. It also is possible to insert additional paragraphs after the story is written without changing any of the original material.

Usually the body of a news story performs both functions rather than one only. The body of a fairly long news story often consists of two parts. In the first part each phase of the lead is elaborated upon by means of a series of paragraphs, each of which deals with one phase. The second part then completes the story by presenting additional facts which might be left out of the story but whose inclusion adds interest and makes the story more nearly complete. Least important items of information always come at the very end where they can be cut off by the makeup man if necessary.

Gen. Alexander Papagos, commander in chief of the Greek army during World War II, was honored last night in the Hotel Stevens at a dinner which 1,000 Chicagoans of Greek ancestry attended.

On the outside a picket line with 30 participants representing the Greek-American council paraded with placards calling Papagos a "Fascist."

Speakers at the dinner included Brig. Gen. Paul Kelly of the Fifth Army, Rear Adm. Frederick L. Conklin and Basil Rathbone, the actor.

Earlier the general attended a mass at the Greek Church of the Annunciation, 1017 N. LaSalle street. Bishop Elias Gerasimos of the Greek Orthodox Diocese paid Papagos high tribute in his sermon.

—Chicago Sun

Damages estimated today at \$75,000 resulted from a fire which practically destroyed the elevator of the Huntertown Grain & Lumber company, Wednesday night.

Firemen from the Huntertown and Fort Wayne fire departments battled the flames, which burst from the elevator cupola about 6 p.m. Wednesday, until 3:30 a.m. today. The Huntertown fire department returned to the fire scene about 7:30 a.m. today when another fire started in a pile of grain.

Ted Whan, manager, said that in addition to the elevator, 2,500 bushels of corn; 700 bushels of wheat, 350 bushels of oats, and 1,200 bushels of soybeans were destroyed.

—Ft. Wayne News-Sentinel

Note the two-part bodies of the following stories and the ease with

which the lower paragraphs of each could have been eliminated without sacrificing completeness.

Thomas Raeburn White, 71, attorney and former chairman of the Committee of Seventy, is resting easily today at Hahnemann hospital, where he was taken with head injuries suffered last night in an automobile collision.

Final determination of his condition awaited examination of X-ray photographs by his physician, Dr. Harrison F. Flippin, who was summoned to the hospital when White regained consciousness.

White was thrown from his automobile about 8 p.m. at 20th and Market streets, after his car and a mail truck collided. Weiss, a foot traffic policeman, stopped a motorist and sent him to the hospital.

White had been driving alone north on 20th street and Egbert E. Treadwell, 53, of 4041 Spring Garden street, the truck driver, eastbound on Market. Treadwell was unhurt.

White, a corporation lawyer, was chairman of the Committee of Seventy from 1920 to 1930. His home is at 1807 Delancey street.

Graduated from the University of Pennsylvania Law School in 1899, he is the author of a book on the Pennsylvania Constitution. He was chairman of a committee which helped elect J. Hampton Moore to his first term as mayor.

—Philadelphia *Evening Bulletin*

Upon his confession that he had taken both the wife and the name of his former landlord, Harry Taylor, 1224 Victoria avenue, was sentenced to 30 days in jail yesterday for giving perjured testimony in a personal injury suit. The woman in the case, Mrs. Viola Decker, 3379 Layton avenue, was sentenced to 15 days in jail. Sentences were imposed by Judge Gerald P. Martin sitting in Superior court.

Taylor confessed he had used the name of Mrs. Decker's husband, Simon, in a damage suit for \$10,000 against the Municipal Transit company, for injury to himself and damages to his automobile. Mrs. Decker, who appeared as a witness for him, confessed that she had lied in saying that Taylor was her brother-in-law.

The aggrieved husband, Decker, was in court ready to testify for the street car company when Taylor confessed and the jury in the case was dismissed. Assistant State's Attorney Lemuel Sawyer, summoned to the courtroom by Judge Martin, said that evidence against Taylor and Mrs. Decker will be presented to the grand jury.

Taylor testified that he went to live with the Deckers several years ago. Last August, he admitted, he and Mrs. Decker were convicted in the Court of Domestic Relations of living together as man and wife.

The accident on which Taylor based his suit occurred May 23, 1937, at Chateau avenue and Linden street. Taylor explained that he gave Decker's name at the time of the accident and used it in filing his damage suit because he had already used it in renting an apartment where he lived as a roomer with Mrs. Decker.

Mrs. Decker, who is 31 years old, said that she was married at 16 and has four children. All of them are under institutional care.

THE REPORTER'S NOTES

Prerequisite to a well-organized news story is a careful rearrangement of the reporter's notes. For the experienced leg man the task of dictating a story over the telephone to a rewrite man from a handful of notes scribbled on copy paper while standing in a stuffy booth is an every day matter. While he's learning, however, the cub reporter profits by an outline of the facts he has gathered. He has, first of all, to pick the feature to go into his lead; next, to be certain he has answered all of the essential questions which need to be answered and has sufficient identification and authority; then, to decide which phases of the lead need amplification in the first part of the body of the story and how it is to be provided, and, finally, to arrange the other facts which he wishes to include.

Taking Notes. First, a word as to the task of taking notes. Contrary to what a large number of persons apparently believe, the ordinary reporter does not use shorthand. Nor is this generally considered a handicap because, unless he is adept at transcribing, the reporter would lose time and might possibly become confused. Furthermore, the reporter knowing shorthand probably would be tempted to take more notes than necessary, and it would be impossible ever to turn over his notes to a rewrite man not familiar with shorthand.

Most reporters develop their own system of short longhand, and may know some of the commercialized systems which are based primarily upon abbreviations for common syllables and combinations of letters. The reporter who develops his own system uses abbreviations for frequently-used words and phrases. For instance, "2" is used for "to," "too" and "two," and "c" for "see," "u" for "you," "r" for "are," etc. The reporter can use simplified spelling in note taking if not in actual copy and can make use of such common abbreviations as "rr" for "railroad," "inc" for "incomplete," etc. He may even use foreign words which are shorter than English, as the French "selon" instead of "according to." Instead of "capital punishment" he may jot down "cp" and instead of "labor union" he may write "lu."

Arranging the Notes. Seldom, if ever, does the reporter jot down facts in the order in which he will use them in his story. As he learns more and more about the incident he is reporting, one or more lead possibilities strikes his attention. There are few if any reporters, regardless of experience, who fail to profit by a study of all notes taken and an outlining of them, if only in the head, before beginning to write or dictate. The young reporter frequently finds it profitable to number the facts included in his notes in the order of importance.

The necessity of rearranging notes may be seen by imagining how the reporter who reported and wrote the shooting story gathered his facts. If he were stationed at police headquarters, the first information he obtained was: Mrs. Winifred Landis, 1548 Winslow place, called to ask police to find her husband and two sons, Henry, 7, and Leland, 5, because the third son, Vernon, 10, had just returned from the Plymouth Congregational Sunday school with a note in which her estranged husband threatened to kill himself and them. Possibly, being excited, Mrs. Landis didn't give this much; she may have neglected to give the boys' names or ages. Probably, however, she described her husband, his automobile and her sons. Other details the reporter obtained later, from the police, Mrs. Landis, Vernon, Bauer and the hospital. In any case the reporter's notes might have been something like this:

Mrs. Winifred Landis, 1548 Winslow place

Sons missing after Sunday school

Husband, Albert, sends note by another son—says will kill two and self—black sedan, 1947 Nash—about 10 A.M.—separated six months ago—5 feet 6 inches—36 years old—dark hair

Earl C. Bauer, 1908 Superior street, calls police car with injured man on Sutherland boulevard, half mile south

Janis finds man's body dead—.25 automatic on floor—older boy two shots left ear—young boy shot right ear—Muny hospital

Albert, machinist, residence unknown, unemployed

Vernon, 10, took note—Henry, 7, Leland, 5

Plymouth Congo, 1134 Dayton—father in car outside

Landis bullet right temple—probably dead instantly

Hospital says no hope

Radio call soon as Mrs. Landis called

Bauer phoned in 15 minutes

The reporter also might have had considerably more information not used: names of policemen accompanying Chief Janis, the first hand story of Bauer about how he noticed car, details of the estrangement between husband and wife, his last job and how he lost it, wife's present occupation or means of livelihood, activities of the boys Easter morning before going to Sunday school, etc. Restricted as to the length of the story he might write, the reporter chooses the essential details.

There is no one way to write any news story, as the student will discover if he compares the ways in which different newspapers handle the same item of news.

CHAPTER VIII

PLAYING UP THE FEATURE

THE CITY EDITOR AT HOME

By *B. F. Sylvester*

"You had a good paper tonight, Dad."

"Thanks, Junior. It was just fair. Not enough local."

"Isn't national and world news good news?"

"You have to have a certain amount. But what people want to read is what is happening to their neighbors."

"If anything happened to Mr. Wilkins, would that be news?"

"Wilkins, the janitor? It would have to be important; the mayor's car run over him, or something."

"Why don't you put in the paper that Mr. Thomas is painting his house?"

"The necktie manufacturer? That wouldn't be news."

"Was that chorus girl suing the former millionaire important news?"

"Not important, exactly. It was the story of a woman"—

"We'll let that one go, Dad. Tell me about this interview with Senator Loke. He says the country needs real patriots. What does he mean?"

"I suppose he means real leaders."

"Why didn't your reporter ask him what he meant?"

"It might have sounded impertinent."

"The reporter didn't know what he meant, did he?"

"Oh, he must have had an idea."

"Let's get back to Mr. Thomas' house, Dad. Why isn't painting his house important?"

"It doesn't mean anything except to Thomas. Things must be looking up for him."

"Then, Dad, maybe it means something to others. If business is better, perhaps the 1,000 men he laid off in January are going back to work. That would mean business stimulation in our city, grocery bills paid, home installments paid up, new cars sold. And look, Dad, if people have begun to buy neckties, it might mean a new spirit throughout the country. It might be the turning of the tide."

"Now, Junior, run along. You talk like an editorial writer."

"Junior, I want to thank you for that tip on Thomas painting his house."

"Then it was important? Did he put the men back to work? Is there an upturn in business?"

"Sorry, Junior, we didn't get around to that. Our story is that Mr. and Mrs. Thomas couldn't agree on the color so she's painting her side blue and he's painting his orange. It's a pip."

—*Editor and Publisher*

CHAPTER OUTLINE

- I. The 5 W's and the H
 - 1. The Who
 - 2. The What
 - 3. The Why
 - 4. The Where
 - 5. The When
 - 6. The How
- II. Picking the Feature
 - 1. Timeliness
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- III. Rhetorical Devices
 - 1. The Summary Statement
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 - 7. The Astonisher Lead
- IV. More than One Feature
 - 1. Separate Stories
 - 2. The Crowded Lead
 - 3. Boxes
 - 4. The 1-2-3-4 Lead

IT IS NOT ENOUGH THAT THE lead of a news story answer as many of the questions, Who? What? When? Where? Why and How? as the story demands to be answered. These elements must be so arranged in the lead as to give proper emphasis to those which are most important. Unless that is done the feature of a story may be buried right in the first paragraph itself.

Giving proper emphasis to the different ingredients of a news story is a simple, standard method of interpretation. Orthodox newswriting practice moreover is not only to put the most important idea of a story in the first paragraph, but generally also to put the most important idea of a sentence at the beginning of the sentence. Thus, the writer selects the *w* or *h* which is most important and begins his very first sentence with it. Exceptions to this rule, of which there are many, will be noted later in this chapter and in succeeding chapters. As in any case of learning, however, it is well for the student to master the rule before the exceptions. Note how the rule is observed in the examples included in the following discussion of the relative importance of the 5 *w*'s and the *h*.

THE 5 W's AND THE H

The *who* or the *what* usually is the feature of a short one-incident (simple) news story. It often is difficult to determine which is more important, as most news concerns people and what they do. For instance, in the following short item many readers will be interested primarily in the young man mentioned as a friend or acquaintance. Others, however, will be interested chiefly because of the extent to which the local schools will

be affected by the news. When the news is about a definite person the name usually comes first, as:

Clay L. Peters, for the past two years instructor in history in the local high school, has been appointed instructor in physics at Booster college. He will assume his duties there Monday.

The Who. The *who* is unmistakably the feature in the following story:

When disturbed by political trends, Calvin Coolidge sometimes did not speak for weeks, Mrs. Grace Coolidge, the former president's widow, revealed today.

Often the interest in the *who* comes from the kind of person involved (judged by his occupation, religion, sex, age, etc., or by the circumstances in which he figures in the particular story), or from the number of persons involved, as:

A 71-year-old woman was injured seriously last night by a hit-run driver while walking on Summit avenue, Fort Washington. . . .

The What. The *what* is more important than the *who* when the circumstance would be significant no matter who the persons involved, as:

One man was shot and another was beaten today in an outbreak of violence as strikers tried to prevent operation of the Johnson-Smith corporation.

A youth who went berserk with a butcher knife was captured and held by police tonight as a suspect in two recent murders in Milltown.

Press associations usually write their stories in this way, as names may not mean anything outside the immediate vicinity in which the event occurred. The writer of a news story always must decide which is more important, the name or the event.

Often a *what* lead begins with the *who* as an easier rhetorical method or to emphasize authority. Note in the following example that, although the *who* comes first, the *what* is more important.

President Joseph E. Jennings today announced that the county board is able to pay off current expenditures as they arise, despite the fact that it has retired \$568,910 in outstanding debts since he assumed office Jan. 1, 1948.

In the following example the *what* is unmistakably predominant:

Work is being speeded on the construction of the first of a series of new giant airliners which will enter regular trans-Atlantic service in the near future. The ships

will carry 42 passengers each and have a speed of 250 miles an hour. They were ordered by Imperial Airways.

In action stories readers usually are interested in results rather than causes, as:

A street car bandit was killed and two others and a boy were captured in a robbery and raid early today. The boy was wounded when he got in line of fire.

The Why. Sometimes, however, it is the cause rather than the result that is the feature of the story, as:

Trying to pass another car while traveling at high speed brought serious injury to two men last night when their automobile overturned twice on Washington boulevard at Potter avenue.

The Where. In stories of meetings, speeches, athletic events, accidents, etc., the *where* must be very definite. Room numbers, street addresses, etc., should be given. In local stories it is not always necessary to mention the name of the city or a street address. The immediate community is understood, as:

Eight testing lanes on which motorists must submit their automobiles and trucks to examination for safe driving qualifications will be opened tomorrow.

The *where* may be the featurized element, as:

In her 400-year-old ancestral home, the only daughter of an English general recently became the wife of a gypsy, who worked as a handyman on the estate.

Thurmont, Md., July 4.—(INS)—In the cool upper reaches of the historic Blue Ridges, President Truman settled down today to his first real rest in more than a year of war and the turmoil of its aftermath.

In each of the following examples, the *where* definitely was the feature although, in the third example, the *when* rhetorically came first.

A tract of approximately 30 acres at Forest boulevard and Kerwood avenue, assessed at \$90,000, has been sold by Herschel Steel, represented by the Wray-Graw Co., to John L. Finch.

The African hall in the Philadelphia Academy of Natural Sciences is due to be enhanced by two habitat groups.

Beginning today, parking will be permitted in the Underground Lakeside Exhibition hall of Citizen's hall by patrons of events at the hall and the Civic auditorium, at a rate of 40 cents per car.

The When. About the same may be said of the *when* as of the *where*. It frequently can be left out of the lead or implied, as:

Washington—(AP)—The Maritime commission has rejected a plan to turn the operation of government ships on the West Coast over to Atlantic Coast operators.

Kenosha, Wis.—An acute shortage of trained nurses is facing doctors and officials in their war against poliomyelitis here. . . . —*Milwaukee Journal*

Such omission of the *when* is common practice with press associations, especially when preparing news of one day for use in morning newspapers of the following day. In news-features the “today” angle is unimportant, as:

Chicago, Aug. 23.—(AP)—Even though Shirley Temple will spit out her first movie drink, Mrs. D. Leigh Colvin, president of the Women’s Christian Temperance union, says it’s “too bad she would have anything to do with alcohol.”

The *when* may be a matter of “continuous action,” as:

Plans are being made by the Ferguson county Civil Service commission to hold from 75 to 100 examinations for various county jobs covered by civil service.

Public housing and municipal ownership of the street car system and electric power plant are the issues on which the present mayoralty and aldermanic campaigns are being waged.

The *when* may be the featured element, as:

This was pay day for 15,000 employes of the Valet plant, closed since Sept. 3 by the Jumbo company strike.

Tuesday, July 9, will be ladies’ night at the Marigold Athletic club, 43rd street and Peltier avenue.

A type of *when* lead is the “duration of time” lead, as:

After deliberating three hours last night a jury returned a verdict of guilty in the steel purchase fraud trial of four Gruner county highway employes.

The first week without price controls since 1942 came to a close yesterday with shops bare of meat as butchers refused to pay the prices demanded by wholesalers, and with tenants declaring their rents were raised to stratospheric heights.

A similar type of *when* lead is the “since when” lead, as:

After being gone for two weeks, “Duke,” a wistful looking Collie-Spitz hybrid, decided he liked his old home better and trudged 40 miles to return to the residence of his former owner, Humane Officer Thompson Meredith.

Since V-E Day in Europe the American Red Cross has distributed 13,000,000 surplus prisoner-of-war packages to displaced persons at the request of the military government.

The How. By definition the *how* means details to explain how something occurred. Consequently, when the feature unmistakably consists in such details, care must be exercised to avoid wordiness. Usually this can be done by making the other elements indefinite, as:

Portland, Ore., July 5.—(AP)—A plane, jumping its brakes with a small boy inside, ran madly down an airport runway yesterday to kill the boy's father and injure his mother.

PICKING THE FEATURE

In picking the angle to play up in a story the writer must remember the determinants of news values listed in Chapter V; namely, (1) timeliness, (2) proximity, (3) prominence, (4) consequence and (5) human interest.

Timeliness. The rule in every news room is "latest developments first." It has become a fetish with some editors and copy readers to avoid the use of "yesterday" in a news story. Press associations particularly strain themselves to get the "today angle" into the lead of a story.

This attitude was expressed rather well in a letter sent out several years ago by the then central division manager of the United Press, Edward C. Derr. It was addressed to managers of the bureaus in the division and read, in part, as follows:

Some bureaus have been over-straining for "today" leads on overnight stories; other bureaus have not tried hard enough to avoid "last night" leads. One extreme is as bad as the other.

If an address is delivered at night—an address worthy of carrying for afternoon papers of the day following—why not try something like this:

Chicago, March 21.—(United Press)—Legislation for the economic relief of American farmers is certain to be passed at the next session of Congress, in the belief of Frank O. Lowden, former governor of Illinois and a champion of corn belt relief measures.

"The next Congress will not dare to ignore the demands of the middle-western farmer," Lowden asserted in an address before 300 agricultural leaders meeting here last night.

I hope there is no trend to standardize United Press stories or make them appear wooden, stilted or mechanical. Be original. Use your own idea. But let's *avoid anything like this*:

Chicago, March 21.—(United Press)—Speaking before 300 representatives of middlewestern farmers here from five states last night to discuss means of securing relief measures in the next session of Congress, former Gov. Frank O. Lowden of Illinois declared that the next session “will not dare to ignore the demands of the middlewestern,” etc.

On overnight accidents of sufficient importance to carry the next afternoon, take advantage of a “today” angle if possible; but the main idea is to subordinate the fact it happened “last night” rather than to strain in an effort to make a “today” lead.

Chicago, March 21.—(United Press)—Five men who were hurled to their death from the nineteenth floor of a downtown skyscraper when their scaffold broke loose might have been saved had proper precautions been taken by the building management, City Inspector Ralph Brown revealed today.

The men were installing a new ventilator system in the wall of the building and were perched on a swaying scaffold nearly 300 feet above the street level. Suddenly a cable snapped and pitched them through an awning to the sidewalk. Two women standing under the awning narrowly escaped serious injury as the bodies struck the pavement.

The accident, which occurred in the middle of the rush-hour traffic last evening, was due to faulty cable connections, Brown charged, after a preliminary investigation which—etc.

You fellows probably could improve on this story if it broke in your territory, but the above is certainly more to be desired than something like this:

Chicago, March 21.—(United Press)—A searching probe of the accident which late yesterday cost the lives of five men working on a local office building was started today.

The second lead, as you will see, starts off badly with a trite expression—“searching probe.” But even worse is the fact that this second lead carries nothing of the picture of five men plunging to the sidewalk from the nineteenth floor of a building. This lead is wooden, flat, excites no interest whatever, and obviously was written simply for the purpose of getting “today” into the story. It would be better—though it shouldn’t be necessary—to state flatly that the accident occurred “late yesterday” provided you at least got the real story into the lead.

Don’t submerge the story in a mass of extraneous words and clauses just to get a “today” in the lead.

But don’t put “late yesterday” or “last night” in your lead sentence if you can avoid it.

Proximity. Writers are enjoined to play up the local as well as the latest angles of stories. For instance,

Robert A. Brown Post No. 89 of the American Legion will be represented at the tenth annual convention of the state American Legion Monday, Tuesday and Wednesday at Neillsville, by a delegation of approximately 50 members, including 35 members of the fife and drum corps.

This is better than

The tenth annual convention of American Legion posts of the state will be held Monday, Tuesday and Wednesday at Neillsville. The local post, etc.

Newspapers rewrite or supplement the stories of press associations and correspondents which carry general leads, such as the second, in order to meet the interests of local readers.

Hundreds of Wisconsin employees of the postal department, including 1,500 in the Milwaukee office and 1,200 rural carriers throughout the state, Wednesday faced a payless payday as Congress dallied on the post office and treasury department appropriations bill.

Postmaster John A. Fleissner said that all checks due employees Thursday were being made out Wednesday and would be held in the vault until word for their release is received from Washington, D. C. The Milwaukee office handles the pay checks for all the state's rural carriers, in addition to the local pay rolls.

—*Milwaukee Journal*

Prominence. Names make news, and newspapers like to use the names of as many different persons as possible. The story cited above might contain the names of all the American Legion members from the local post who will attend the convention. At least it should contain the names of the official delegates and of any local men who will have any part in the program. Perhaps the participation in the convention of some local Legionnaire should be the feature of the story, rather than the mere fact that the post will be represented.

A reporter always should get as many names as possible: names of committee members, candidates for office, delegates to meetings, speakers, entertainers, etc. And—he should get complete names. Last names are not enough; he should get first names and middle initials. Newspapers should use a person's name as he himself uses it in signing his checks and in business and society generally. Observance of this rule eliminates difficulty which otherwise might arise when directories and reference books give full names for which persons use initials only. There is nothing more annoying than to observe one's name spelled "Smith" when it should be "Smythe."

The following is an example of how an ordinary news story is made more important because of the prominence of some of the persons con-

cerned. Note that the first paragraph lacks definiteness as to the verdict to permit emphasis of the unusual personnel of the jury and to avoid cumbersomeness. The pictures of four of the jurors accompanied the story which included three more paragraphs descriptive of the accident.

Six prominent residents of Lake Forest, serving as members of a coroner's jury, yesterday fixed responsibility for the automobile accident last Jan. 29 which caused the death of Mrs. Dorothy L. Keith, wife of Stanley Keith of Lake Forest.

The jury held Mrs. Keith's death was caused by the reckless driving of Phillip Robarge, 29-years-old, 1229 Grand avenue, Waukegan, whose car collided head on with Mr. and Mrs. Keith's machine on Sheridan road, a mile south of the Great Lakes Naval Training station. The jury recommended that Robarge be held to the grand jury on a charge of manslaughter.

Members of the jury were Phillip D. and Laurence H. Armour, Robert A. Gardner, Howard Linn, T. A. Connors and Frank J. Hoffman. Each received the regular fee, \$2. for three hours' service at the inquest which was held in the Lake Forest city hall by Coroner John L. Taylor.

—Chicago *Sunday Tribune*

The following example illustrates how the names of persons of only ordinary prominence may become newsworthy:

That dizzy feeling Miss Genevieve Galkowski, 21, has been having is expected to subside today. That's because Miss Genevieve Galkowski, 21, is getting married. That is, the second Genevieve, not the first Genevieve.

If you're confused at this stage, you have nothing on the first Genevieve. Two weeks ago, an item in a neighborhood newspaper announced that a Miss Genevieve Galkowski was going to wed Joe Kanderski, 27, of 2062 W. North avenue.

Immediately Genevieve No. 1, who lives at 1328 N. Wolcott avenue, and who doesn't contemplate marriage with anyone, let alone a guy named Joe, started getting congratulations from neighbors, fellow workers and relatives.

Some relatives were displeased because they hadn't been invited to the wedding. Others wanted to know what she wanted as wedding gifts. Boy friends showed resentment because they thought they had been jilted. Girl friends were angry because they had not been selected as bridesmaids. A salesman tried to sell Genevieve a new vacuum cleaner for what he called "the cozy little home."

To all, Genevieve denied she was to be married. And that seemed to annoy and puzzle everyone even more.

By 3:30 p.m. today, Genevieve No. 1, hopes that everything will be straightened out. That's when Joe Kanderski will be married in St. Hedwig's church, Webster and Hoyne avenues, to Genevieve—the other one, who lives at 2125 Concord place.

Although the girls have the same name and live a mile apart they are not related and were unaware of each other's existence until all became confusion.

—Chicago *Sun*

Consequence. Newspapers do not stop at seeking the *today* angle instead of the *yesterday*; they go after the *tomorrow* angle. This principle

of reporting and writing was recognized long before anyone began philosophizing on the necessity of interpretative newspaper writing. Its practice provides the beginning reporter some of his earliest opportunities to put the emphasis upon the significance of news events. In the following examples, note how the emphasis is placed on results rather than causes.

Milltown taxpayers who are short of breath or in a hurry when they make their annual visit to the city hall will experience relief if Mayor R. O. Bushnell's plan to move the city treasurer's office from the third to the first floor of the municipal building is approved tonight by the City Council.

Chicago today promises to become a guinea pig in an experiment to erase the lost traveling and delivery time between congested metropolitan and outlying airports.

The experiment is planned by United Air Lines, which yesterday asked the Civil Aeronautics board to approve application for helicopter service between the Loop and the Municipal airport and 32 suburban communities. —*Chicago Daily Times*

The continuation of publicly supported child day care centers seemed likely today as the County Child Welfare Board approved a plan for joint support of the centers.

The proposed program calls for joint support of centers by the city, the Child Welfare Board, the Board of Education and the Welfare Federation of Cleveland. —*Cleveland Times*

Human Interest. Numerous examples already given illustrate the human interest which may be discovered in what otherwise might be merely a routine everyday news story. The beginning reporter must learn to recognize the human interest possibilities of stories and to brighten up what he writes by giving it the "twist" which turns a drab into a bright yarn without, of course, exaggeration or distortion.

The following are sprightly leads to factual news stories made so by adroitness on the part of their authors in picking and playing up phases lending themselves to human interest treatment or emphasis:

Lancaster, Pa., Oct. 2.—(UP)—Samuel Smith, 25, Rothsville, Pa., was in jail today because he went to extremes in trying to stay out of prison.

Police quoted Smith as saying he robbed six business establishments because he had to pay his wife a support order or be imprisoned.

The plea of a dying mother was granted in Metropolis county court Wednesday, and as a result her 5-year-old son was ordered placed for adoption with Mr. and Mrs. Richard Watkins, 1390 East 14th street.

Watkins is a brother of Mrs. Rose Ellmore, 35, who told the court that she would die of an incurable ailment within a few weeks. She said she did not wish her son, Thomas, to be cared for by his father, Charles Ellmore, 40, whom she had divorced in 1947 on a charge of adultery.

The Watkins had agreed to adopt the child and the legal proceedings were started. Ellmore appeared, however, to contest the action and demand custody of the child.

Judge A. K. Mathews ruled that the child should stay with the mother until her death and then be taken to Chicago to live with his new parents. Mrs. Ellmore collapsed when the favorable decision was made.

Washington, March 31.—A queer-looking old macaroni box, containing a device made up of rubber bands, meat skewers, staples and wheels, was presented today to Dr. Charles G. Abbott, secretary of the Smithsonian institution, where it will repose. It was the original model of a calculating machine. —New York Times

In addition to the five determinants of news values there may be other important factors influencing the reporter in his selection of a news story lead.

Policy. What is meant by a *policy* lead ordinarily is one emphasizing a feature in such a way as to present a point of view consistent with editorial page policy. During an intensive campaign or crusade, say, to eliminate reckless automobile driving or to reduce the industrial smoke menace, many stories are "made" by interviewing persons likely to express opinions agreeable to the paper or by uncovering feature material which ordinarily would not come to the attention of the routine beat reporter in the course of the day's events. At the same time, however, knowing that his paper is conducting such a campaign or that it has a long-time policy regarding a certain type of news, the reporter is attentive for opportunities to give a policy twist to any legitimate item coming to him in the normal way. The following leads obviously are within this category:

The wisdom of New Jersey's trout planting policy was never better attested than over the past week-end in South Jersey. Despite limit catches on opening day, Thursday, it was not an uncommon sight to find well-filled creels on Saturday and Sunday. —New York News

Two youths, one a PAROLED CONVICT, brutally killed a store owner, father of four children, and were so little affected that they spent the balance of the night dancing and drinking, one of the pair confessed yesterday.

—Chicago Herald and Examiner

Taste. What constitutes good taste also is a matter of content rather than style and is dictated in the specific instance by general editorial policy. In recent years a great many erstwhile taboos have been discarded by newspapers. Today it is possible to write "rape" instead of "statutory offense," "syphilis" instead of "social disease," and even to use an occasional profane or obscene word in direct quotation. There

aren't so many dashes in the spelling of words which no reader had difficulty in recognizing anyway. Even newspapers considered the most sensational, however, draw the line on much testimony given in court daily and "tone down" the gruesome aspects of crime and sex stories.

In the laudable effort to reduce automobile accidents many newspapers print the most horrid details possible regarding wrecks suspected of resulting from carelessness. Pictures also are franker than formerly and some of those which have won prizes at recent photographic exhibits have shown mangled bodies and sorrowing survivors. Similarly frank stories and pictures may be used of lynchings, innocent victims of crimes and even of legal executions. Not to encourage imitation by others, however, most newspapers eliminate mention of a specific poison used for suicidal purposes.

Expert psychologists are no more in agreement as to the social effect of frankness in newspaper writing and illustrations than are newspaper readers. It is undeniable, however, that the trend is toward such frankness, even on the part of the most conservative papers. How far he should go in obtaining and using gruesome or salacious details will be told the beginning reporter before he has been on the job very long.

RHETORICAL DEVICES

Skillful use of the ordinary rhetorical devices enables the news writer to play up a feature.

The Summary Statement. Most news leads are mere summary statements consisting of simple sentences or of compound or complex sentences with the principal clauses first. Many examples given so far in this chapter illustrate how the feature of a story can be emphasized by means of such simple straightforward writing. Observe, in addition, the following examples:

Fifteen merchants of Jenkinstown will be required to double the gifts of clothing and money promised by them to the first baby born this month in Jenkins county, because twin girls were born yesterday to Mr. and Mrs. Frank Parsons, 1312 Elizabeth terrace. Bernice Edna and Wilma Ann are the first infants to receive the gifts.

The two women in the wartime life of Frank Prathner, 40-year-old artist, resigned their school-teaching jobs today after he confessed to being hidden by them for four years as a draft dodger.

Four bandits, three of them dressed as policemen, took \$2,000 in cash and \$30,000 in jewelry from the wife of a circus owner and four others in a railroad yard hold-up early today.

Conditional Clauses. Often, however, it is difficult to get the feature into a main clause. This is so when the feature is present in addition to the main news idea which the writer must include in his lead. Features to be found in accompanying circumstances, conditions, coincidences in the *when*, and *where*, etc., often can best be played up by beginning the lead with a complex or complex-compound sentence with the conditional clause first.

In the following examples note how the conditional clause contains the feature, whereas the main idea which is the excuse for the story still is in the main clause.

New Orleans, Oct. 10.—Because Herbert Vincent, 16-year-old high school boy, was caught as a stowaway and locked in the infirmary of the liner *Justice*, while she was on the way to Charleston, S. C., he started to burn the ship to seek his freedom, he admitted to steamship authorities here today.

This emphasizes the feature much more than would inversion of the clause order, as:

Herbert Vincent, 16-year-old high school boy, today admitted to steamship authorities here that he set fire to the liner *Justice* to obtain his freedom after being caught as a stowaway and locked in the infirmary.

The second lead would be better, however, if Herbert Vincent were an important person. It will be noted that the first story carries a date-line, indicating that it appeared in a newspaper printed outside New Orleans. The second lead might have been better for a New Orleans paper.

Other examples of how emphasis may be obtained by inverting the clause order follow:

While union strategists promised “no violence,” Johnson-Smith today reopened ten plants under its back-to-work movement for nonstrikers, calling for part-time re-employment of about 25,000.

Because she refused to give a deposition in the \$500,000 slander suit filed against her by Irma Penfield, Mrs. June Brewster was ordered yesterday to explain in court why she should not be cited for contempt.

The Substantive Clause. The substantive clause usually takes the form of a “that” clause which has been much overworked by news writers because it is easy to write and is consequently taboo in many offices. Occasionally the substantive is forceful, as:

That the present legislative appropriation must be doubled if minimum essentials are to be provided relief clients is the warning contained in the monthly report made

today by Harold G. Todd, local relief administrator, to the state department of public welfare.

Return to the pioneer days, when youths in their early teens could assemble a muzzle-loader and pick off game 50 yards away, was sought in a bill before the state legislature today.

Phrases. Infinitive, participial, prepositional and gerund phrases and absolute constructions also may be used to emphasize a feature when it happens to be one of the minor *w's* or *h*. In such constructions the main clause contains the *who* and *what*, one of which is modified by the phrase.

Inverted sentence structure may be used to identify (tie-back) the news with previous news (see Chapter XII) and to identify persons, places and events. Use of phrases and of the absolute construction for different purposes is illustrated in the following examples:

WHEN

After a three-hour search by police and relatives, James Fillmore, 30, his wife, and four children who had been missing since Saturday, were found early yesterday in a friend's home.

WHERE

Beside the Ring river, which he made famous in song and verse, the body of Feodor Vladik today was buried with only a handful of close relatives present.

WHY

In an effort to keep Bellville's share of the annual national traffic toll at a minimum over the July 4 holidays, Police Chief Arthur Mather last night issued special instruction for police to be on the lookout for speeders and drivers who drink.

HOW

In a double celebration today, the Hospital Entertainment Canteen will mark the fourth anniversary of its predecessor, Stage Door Canteen, with the opening of a new outdoor terrace, adjacent to the Academy of Music, for the entertainment of hospitalized war veterans.

—Philadelphia *Bulletin*

TIE-BACK

Hard on the heels of the settlement last night of the big Carlson Produce company strike, Mayor Walter Krone today announced an agreement in the 35-day-old strike affecting 5,000 employes of the People's Manufacturing company.

IDENTIFICATION

Held without bail for grand jury action on an arson charge, Robert Hillix, caretaker of the Summers Dye works, was committed to Psychopathic hospital for observation yesterday after his early-morning confession that he had set two fires in the dye works, 402 Wesley place.

Retiring after 46 years of service in the Prosser Retail company and its predecessor and affiliated companies, John R. Wickland, vice president in charge of sales, was guest of honor at a testimonial luncheon given at the Hotel Bishop yesterday by the Manufacturers' association.

UNUSUAL CIRCUMSTANCES

Blind since the age of 13, but the recipient of high scholastic honors in high school and college and as a graduate student, Dr. Clementine E. Wien, 1833 N. 26th st., has been appointed to the faculty of the department of philosophy at Marquette university.

—*Milwaukee Journal*

CONSEQUENCE

Opening the way for pupils to enter Booster college when they complete their second year in high school, the college senate yesterday approved a new four-year course composed of the last two years of high school and the first two years of college work.

The Cartridge Lead. When President Roosevelt died, many newspapers used the shortest possible one-sentence paragraph lead: "Franklin D. Roosevelt is dead." In early editions succeeding sentences of the first stories, written under pressure, were similarly brief, almost abrupt and, cumulatively, explosive. During the first few hours almost all of the many stories related to the president's death were written in the same style. A typical one, by Merriman Smith of the United Press, began as follows:

Warm Springs, Ga., April 12.—Death gave Franklin D. Roosevelt short notice.

At about 2 o'clock this afternoon sitting in the "Little White House" here, he felt a sudden pain in the back of his head.

At 2:15 p.m. he fainted. He never regained consciousness. At 4:35 he died of what the doctors called a "massive cerebral hemorrhage."

Only three persons were with the president when he died at the Warm Springs Foundation for Infantile Paralysis victims. They were: . . .

Formerly this type of writing, characterized by one potent fact to a sentence, was reserved for stories of momentous importance only. In recent years, however, there has been a trend in many newspapers to adopt it as a general style. The following stories are written in cartridge style, each succeeding sentence being comparatively brief and introducing a new idea:

Sub-zero temperatures, high winds and snow of the last 10 days have not imperiled 1947 crops.

The big winter wheat crop forecast at nearly 950,000,000 bushels has not been substantially impaired.

Michigan's 1947 fruit prospects, including peaches which are allergic to sub-zero cold, are still bright.

Temperatures in the southern Illinois peach belt were not low enough to indicate any real damage.

Outside of some battering of Park District trees along Lake Michigan, shrubs, perennial flowers and plants in Chicago and Cook County came through the severe weather unscathed.

This summary of crop conditions following the freeze came from a variety of sources in a Daily News survey today.

—*Chicago Daily News*

The city may go into the bus business.

Ald. Amos X. Ruffing said so today at a hearing of the city council transportation committee.

His statement was made while the question of the Foster and Kimball avenue bus lines was being considered. Northwest side people for years have demanded such action be taken.

The announcement provoked immediate and specific reaction.

"Boo," said the crowd.

"Phooey," said Andrew Z. Dean, former alderman, now a sanitary district trustee, nephew of Ald. Ruffing.

The announcement was made with the backing of Mayor Fitch.

The Punch Lead. The punch lead performs a function similar to that of the cartridge lead, but it is not so short, abrupt or definite. It, however, "packs a punch." The first sentence of a punch lead emphasizes the situation which constitutes the feature, leaving other details ordinarily in the lead to following sentences, as:

New York, June 28.—(INS)—A veteran of the war in Europe shot and killed his pretty show girl wife in Brooklyn early today—then killed himself.

The victims were Edward Becker, 27, a tall, husky plumber, and his wife, Clemence, who danced in night clubs under the name of Patricia Wydau.

Inwood, N. Y.—(AP)—A 21-year-old girl who waited through the war to wed her childhood sweetheart collapsed and died yesterday as she walked up the church aisle to become his wife.

The bride-to-be collapsed seconds after she had tripped over her train. Dr. Alexander Vivona, who was called, said he had made a temporary diagnosis of a bad heart.

The girl was Angelo Rose de Fabrizio of Lawrence, N. Y. . . .

London, July 3.—Three of New York's prettiest models are sitting tonight in their rooms in the Park Lane hotel with hardly a stitch to wear. British customs officials solemnly impounded the girls' clothes when they landed this morning at the London airport.

The girls are: . . .

—Chicago Tribune

The Astonisher Lead. Beginning writers are discouraged in their use of superlatives and expressions of opinion. When deserved, however, the superlative should be used, as:

The most devastating fire Milltown has experienced in 25 years early today caused \$500,000 damage in the 1,300 block on Superior avenue.

By Edward Lehman II

A sensational new development in Denver's special grand jury probe apparently was in the making last night as experts of the police safe squad appeared as witnesses for the second time . . .

—Denver Rocky Mountain News

MORE THAN ONE FEATURE

So far only stories containing simple features relatively easy to pick even though related to important events have been considered. Not infrequently an item of news presents so many angles that the rhetorical devices described in this chapter are inadequate. There are four ordinary ways out of this difficulty:

Separate Stories. The easiest is to write more than one story. When there are "sidelights" or interviews of opinion or features connected with a news event, the assignment usually is divided between two or more reporters. Some repetition usually occurs but is not discouraged; in fact, in some cases it is encouraged, and a paper may run several stories of the same event written by different reporters.

The Crowded Lead. When the various elements of interest are of nearly equal value, a number of facts may be crowded into a single lead, as:

Standing committees were appointed, the street lighting contract was continued for one year and a proposed new ordinance regulating business licenses was referred to the finance committee last night at the weekly meeting of the board of aldermen.

By Don Whitehead

Aboard U.S.S. *Appalachian* off Bikini, July 1. (Monday)—(AP)—Two ships were sunk, a third was capsized, and 16 others were damaged or set afire as the atomic bomb burst over the 73 vessel target fleet in Bikini lagoon today, but capital ships stood up staunchly . . .
—*Chicago Tribune*

Columbus, Ohio, July 4.—(AP)—Spurgeon Smith tied up Columbus traffic, had the fire department life-saving squad out and drew 200 spectators today—just because he fell asleep in his boat while fishing in the Scioto River.

—*Chicago Sun*

Boxes. Often statements, tabulations, data, side features, etc., can best be presented by means of a "box" set either ahead of the lead, within the main article or in an adjoining column. There are many other uses for the box, most of them connected with makeup. Material most frequently boxed includes:

Lists of dead and injured in accidents

Telling statements from speeches, reports, testimony, etc.

Statistics

Summaries of facts included in the story itself or in two or more related stories

Brief histories of events connected with the story

Local angles on press association stories

After requiring 12 employes and six customers to lie face downward on the floor, three armed and masked bandits shortly after 8 A.M. today removed approximately \$75,000 in currency from the cashiers' cages of the First National bank, 109 N. Main street, and escaped in a waiting automobile driven by a fourth man.

FOURTH IN TWO YEARS

Today's burglary of the First National bank was the fourth in two years in Milltown. Others, together with losses and outcomes, were:

March 3, 1946—First National bank, \$17,451 cash, recovered upon arrest of Abe Mason, now serving a ten-year term in the state penitentiary.

Sept. 21, 1946—Milltown State bank, \$41,150 cash and bonds, recovered when sheriff's posse killed John "Gunman" Hays three miles south of town the same day.

July 15, 1947—Citizen's National bank, \$50,000 removed by blowing open safe at night. Still unsolved.

The men were described by Wilmer Asher, head cashier, as all apparently under 25 years of age. They wore blue overalls and caps which were drawn down just above the eyes.

The 1-2-3-4- Lead. After a short summary statement of the situation constituting the news, the different features can be emphasized by tabulation and numbering, as:

By Robert Young

Washington, D.C. June 21.—Congress moved swiftly today to curb labor union racketeering and bar strikes against the federal government. The day's actions were:

1. The senate, in an unexpected move, passed by unanimous voice vote and sent to the White House the Hobbs anti-racketeering bill, which prohibits violence and extortion by labor unions in interstate commerce.

2. The house, in passing a \$7,091,000,000 army appropriation bill, wrote strict strike penalties into the measure.

3. The senate likewise wrote in strike penalties when it approved a \$4,100,000,000 navy appropriations bill.

The house and senate thus extended the congressional drive to prohibit strikes against the government. A similar strike curb previously was included in the agriculture department appropriation . . .

—Chicago Tribune

It is not necessary that the figures actually be used in the story. For example:

This is what happened to Henry E. Matuszewski, 45, wholesale produce dealer of 1806 Orthodox st., because he bought some of the meat which was hijacked last Saturday in Pennsauken twp.

He lost \$8,200 in cash and \$1,750 in checks.

He was arrested yesterday and held in \$2,500 bail for purchasing goods stolen in interstate commerce.

And he didn't even have any of the meat.

The story was told by the Federal Bureau of Investigation, which earlier in the day announced the arrest of seven other men in the hijacking in which 31,000 pounds of meat were stolen.

—Philadelphia Record

By William T. Rives

Odessa, Texas, July 11.—Thursday was a day Dr. Homer P. Rainey will remember.

On that day a rival candidate graciously introduced him to a luncheon club audience.

An avid supporter gave him a pair of huge Mexican chihuahua spurs to ride herd on the vested interests.

He bumped into childhood friends.

A group of cousins tossed a family party for him and he flew to Dallas Thursday night after making four speeches in thinly spread cities of far West Texas, with several hand-shaking stops sandwiched in between.

Flies to Dallas

Rainey flew from Lubbock to Dallas to attend a Federal Communications Commission hearing on Friday, called to investigate his charges that the Texas Quality Network effectuated a monopoly by specifying the amount of radio time a political candidate may have.

At Midland, where he met Mrs. S. H. Hudkins, who had known him in the days of his youth at Eliasville, Rainey was challenged by a member of his audience . . .

—Dallas Morning News

CHAPTER IX

MAKING IT ATTRACTIVE

Anything really new attracts attention and is news. Hence, Amos Cummings' maxim, "If a dog bites a man, that's not news. But if a man bites a dog, that is news."

If you read, "Girl Discouraged, kills herself with gas," you pass on—so many girls kill themselves with gas.

But when Miss Mary Caprea, poor thing, buys ten dresses and ten hats and fails in the movies and kills herself you read all of it. For Miss Caprea took the ten hats and dresses out of her trunk. Then she ran a pipe from the gas stove into the trunk, got into the trunk, pulled down the lid and died, crouching. Newspapers will have diagrams of that suicide, but if it happened ten times, they'd

hardly notice it. That's why the ancient philosophical egotist jumped into the mouth of Vesuvius. And that's why, as Cibber remarked two hundred years ago:

The aspiring youth that fired the Ephesian dome
Outlives in fame the pious fool that raised it.

—Arthur Brisbane

If you ran for president of the Be Good and Behave society you couldn't get your face into the paper unless you paid advertising rates. But if you get drunk and shoot a few dozen people, the newspapers will bid against one another for the only photo of your mug in your home.

—Bridger (Mont.) News

- I. The News Peg
- II. The Contrast Lead
- III. The Question Lead
- IV. The Descriptive Lead
- V. The Staccato Lead
- VI. The Figurative Lead
- VII. The Epigram Lead
- VIII. The Literary Allusion Lead
- IX. The Parody Lead
- X. The Quotation Lead
- XI. The Dialogue Lead
- XII. Cumulative Interest
- XIII. Suspended Interest
- XIV. Sequence
- XV. Direct Address
- XVI. Freaks

IF THE FIRST PARAGRAPH OF a news story answers as many of the 5 *w*'s and *h* as necessary (see Chapter VII) and gives the proper emphasis to the one which constitutes the feature (see Chapter VIII), it is a good lead. If, in addition,

the beginning of the news story is so interestingly written that the reader continues for that reason alone, it is a superior lead. No one reader perhaps is interested in even a majority of the news items contained in any single newspaper edition; it is the purpose of headlines to direct him to those stories in which he does have an interest. The lead of a story authenticates and supplements its headline and is sufficient for a large proportion of readers who get that far.

Each news story, however, is composed for the minority of readers who peruse it to its very end. Both its content and the way it is written determine its interest value. In Part III the emphasis is upon how to obtain completeness of detail in gathering information regarding a number of different kinds of events. The purpose of this chapter is to offer assistance to the beginning writer in how to attain rhetorical excellence without sacrificing news interest.

The News Peg. When a lead is written in feature or semi-feature style, either to play up a feature angle or for rhetorical attractiveness, the part which contains the kernel or more of news regarding the event which is the story's excuse for being, is called the *news peg*. The extent to which it can be made secondary to featured fact or language depends upon its importance. If it is of vital public interest, it must be given emphasis. If, on the other hand, the feature interest of the story outweighs its importance as public information, the news peg can be played down. In some of the examples later in this chapter the leads contain no news peg at all. In the following examples, however, despite the feature treatment, the news pegs are present in the leads:

For a two dollar fee—he refused more—the Rev. C. R. Kribs has married Fred Hewitt, 19, and Lila Anderson, 20, three times within the past ten days and has hauled the wedding party more than 50 miles in his car.

After dressing her three small daughters in their Easter finery and taking them to church where they were baptized, Mrs. Nora MacMahon returned yesterday to her Pineville home and strangled them.

The biggest nose in captivity was in Chicago today with its owner, Jimmy Durante.

The amiable comedian arrived in Chicago this morning from New York with others of the cast of "Red, Hot and Blue," which opens tonight.

With a merry hotcha-cha-cha, the long-beaked Jimmy offered his own Scotch story. It had to do with the cab driver in Glasgow whose windows were broken by admirers of "Schnozzola."

—Chicago *Evening American*

The Contrast Lead. Sometimes the feature of a news story consists in the contrast between the immediate and a former situation or between the event at hand and another of which, for any of a number of reasons, it is a reminder. Note that the news peg is retained in the following leads though not so definitely, the emphasis being upon the unusual situations:

By Paul Jones

Ten years ago Joan Gentry was told she would never walk again. Today she is headed for stardom in Hollywood as a singer. . . .

—Atlanta *Constitution*

Mrs. Irene Castle McLaughlin once introduced her pet monkey to Michigan boulevard promenaders, and the crowd grinned. But Walter Dietzman strolled down the avenue yesterday with his newest protege, a six foot bull snake, coiled around his neck, and pretty soon he was all the crowd there was.

The Question Lead. When the story concerns an unsolved mystery, a discussion of a problem of public interest or a matter likely to provoke debate among readers, it may be possible to obtain interest by means of a question lead. This lead also may be used for the purpose of direct address, a rhetorical device ordinarily not encouraged by editors.

By Clancy M'Quigg

Where was William Heirens on the night of last Jan. 6 and the early morning of Jan. 7?

Detectives set out today to answer that question in an effort to link him more definitely to a 33rd crime—the kidnapping and murder of Suzanne Degnan . . .

—Chicago *Herald-American*

How about a white helmet for informal beach wear? A gas mask for skunk-catching, perhaps? A water pump to keep the basement dry? A fire ax so you can turn Paul Bunyan? A pike pole for fighting Robin Hood?

Those are a few suggestions to help out the War Assets Administration, which isn't too sure what use can be made of the surplus war materials which will be offered for sale beginning Monday. The sale will take place at the Office of Civilian Defense fire warehouse, 3150 S. Sacramento ave. . . .

—Chicago *Sun*

The Descriptive Lead. The feature or "key to the spirit" of a story may be in its setting, the physical appearance of some person or object involved or in an unusual phase of the action with which it deals. In such cases a graphic or descriptive lead may be the most effective to give the tone or feeling necessary to proper understanding and appreciation. Before he can describe, the reporter must know how to observe; the best descriptive leads are written by eye witnesses. To be avoided are superfluous and inapplicable adjectives, extraneous matter serving no purpose except, perhaps, to prove the writer's possession of an extensive vocabulary of trite and hackneyed expressions—clichés. The following leads to important stories avoid these hazards:

Frankfurt, Germany, Aug. 24.—(UP)—A soldier flicked an Army blanket from a table in a military courtroom today, and for a few moments exposed to gasping spectators the glittering, shimmering crown jewels of the House of Hesse, for which three officers are alleged to have risked their freedom and reputations.

The 10-man court martial, including a brigadier general, studied the \$1,500,000 hoard with more composure. The defendant, Wac. Capt. Kathleen Nash Durant, merely glanced at it.

By Marvin Quinn

A couple hundred dancers were wrapped up in the music and one another in the big ballroom on Lawrence avenue . . .

Across the street in Pop's Place, a steady customer lifted his glass and said, "Thish ish the lasht one, poshitively" . . .

In Martha Washington hospital, 2318 Irving Park, a nurse assured a nervously pacing young man, "Everything's going to be all right, it'll be all over any minute now" . . .

And then the lights went out.

So it was in a 12-square-mile area on the North and Northwest sides before midnight last night. It was as dark as the ace of spades.

The power failure brought some distress, more inconvenience and an amazingly large number of calls from persons inquiring whether this was the end of the world—or an atomic bomb, maybe . . .

—Chicago *Daily Times*

The Staccato Lead. When the time element—either fast action or the intervals separating a series of related events—is to be emphasized, the staccato lead occasionally suffices. It consists in a series of phrases, punctuated either by periods or dashes and usually is a form of descriptive lead, as in the following examples:

By Lincoln Eyre

Wireless to the New York Times

Hanover, June 23.—An ear-wracking roar followed by a series of cloudburst demonstrations. A serpent's tongue of flame. Dense billows of black smoke thinning gradually into white. Movement made almost invisible by velocity.

Thus the observer's brain recorded the spectacle of Fritz von Opel's rocket car blazing along the railroad tracks in the environs of this city today at a speed of 254 kilometers an hour—39 faster than has ever been achieved before by a vehicle running on rails.

Chicago, Feb. 24.—(INS)—Thirty years ago—back in 1898—in a different era, in a different life, after 40 years of happiness in her simple home, the light went out for Mrs. Carrie Sillery, of Carpentersville, Ind., and she became blind—stone blind.

Years passed—thirty of them—long and tortuous—and suddenly her prayers were answered, and Mrs. Carrie Sillery could see.

The Figurative Lead. Triteness must be avoided in the use of metaphors, similes and other figures of speech, either in the lead or any other part of a news story. Many expressions have become so common through usage that they are hardly noticed by casual readers as figurative; others, equally common, however, may jar the reader as juvenile attempts at originality. The only guide for the beginning writer is common sense, and judgment trained by wide reading. The following illustrate passable usages of easily understood figures:

New York, Sept. 14.—(UP)—The St. Louis Cardinals thought they had the pennant all wrapped up nicely, but the string came loose on the package so the Brooklyn Dodgers were back in the melee today trying to grab the prize parcel for themselves.

Philadelphia, Sept. 14.—(UP)—Music Czar James Caesar Petrillo and Dan Cupid were feuding today over the wedding of Musician Jules Benner but the little guy with the arrows was on the losing end.

The Epigram Lead. The tone or moral of a story also may be emphasized by means of an epigram lead, in the writing of which bromides and platitudes must be avoided. The epigram is a concise and pointed expression, usually witty. The epigram lead may be either a familiar saying or a moral applicable to the story at hand, as:

It pays to be good.

Emil Crawford, paroled robber, learned this yesterday when he resisted temptation and, instead of keeping a purse containing \$516.15 which he found in a hotel lobby, returned it to its owner.

The owner happened to be Mrs. John W. Price, wife of the president of the Price Manufacturing company. Today Emil Crawford has a good job in the assembly department of the Price company.

Saying it with chocolates is just as dangerous as writing love letters in England.

There was only one letter and that was not a very sweet one introduced into court when Miss Beulah Shumway sued Winslow Reinke for breach of promise. But a jury on which there were three women decided that the sending of chocolates by the defendant to the plaintiff every week was evidence of Reinke's attentions and awarded Miss Shumway £100 (\$400) to solace her wounded affections.

The Literary Allusion Lead. The writer with a normal background of knowledge in literature or history will have frequent chances to use it to advantage. Care must be taken to limit references to fictional or historical characters and to literary passages familiar to the average reader. The following examples illustrate how it is possible effectively to make use of one's general knowledge to improve his writing:

It may seem like carrying coal to Newcastle but the Chicago zoological park at Brookfield is sending a supply of alligators to Florida.

Cleveland, Ohio.—Carlton B. Chilton, a modern Jean Valjean, who for 23 years, since his escape from the Granite (Okla.) reformatory, lived an exemplary life, reared a family and earned the respect of his neighbors, has learned that the arm of the law is truly far reaching, and in his case, relentless.

The Parody Lead. Popular song hits, bon mots by famous persons, titles of best selling books or of motion pictures or new-coined phrases or expressions of any sort may be used while still fresh, usually in parodied form, to brighten an occasional news story lead. Well established expressions may be used similarly. The following leads avoid the ever-lurking danger of triteness in such writing:

Sheridan, Wyo., Jan. 29.—Maybe it's a case of absence of water makes the heart grow fonder, but citizens of this northern Wyoming city have risen nobly to the call to help the flood stricken dwellers along the Ohio river valley.

Charley came with the coal and refuses to be gone with the wind or any form of persuasion.

Charley is a coal black cat, whether from nature or environment is unknown, which has been living in the lower environs of the chimney of the Kappa Sigma fraternity house, 5715 Woodlawn avenue, at the University of Chicago. And despite all efforts of the brothers, he is still there.

The Quotation Lead. Emphasis often may be given to an important announcement, portion of a speech or section of a written report by direct quotation, as:

"Liquor is a factor in at least 25 per cent of the automobile accidents which are killing 740 and maiming in excess of 25,000 persons each week," a report from the American Business Men's Research foundation asserted today. Alcoholic beverages

last year caused 9,000 traffic deaths and was a factor in more than 300,000 automobile accidents, the foundation charged.

"After the people of Denver get used to the present street signs, they'll like 'em," Manager of Improvements Cranmer said Monday. He added he has no plans to make any changes in the triangular street markers. Oct. 1 is the date set for complete installation of the signs on all intersections . . .

—Denver Post

The Dialogue Lead. It is difficult, if not impossible, to begin a serious news story of an important event with dialogue. Minor court stories, with strong human interest, and occasionally stories of a more significant nature, however, can be handled effectively by means of a dialogue lead, as:

Mrs. Olive Lloyd, 402 W. Monroe place, pointed indignantly yesterday at Wilma Reader, 21, 874 Cherry street, and said:

"She bit me!"

And she displayed three bandaged fingers.

That wasn't all, Mrs. Lloyd told Judge L. O. Armstrong.

"She pulled out several handfuls of hair," added the injured Olive.

It all happened when Mrs. Lloyd was trying to persuade Miss Reader to make some repairs on the apartment of her mother, who is a tenant of theirs. One thing led to another and a fine, old, rough-and-tumble was the net result.

Miss Reader differed with Mrs. Lloyd.

"She started it," said the young lady. "Furthermore, there wasn't any biting. She cut her hand while she was busy smashing one of my windows."

Judge Armstrong ruled that, bite or not, Mrs. Lloyd was the aggressor, so he discharged Miss Reader over the objections of Mrs. Lloyd and her lawyer, Maurice Melrose.

Cumulative Interest. Examples so far given have been mainly leads to news stories which otherwise conform to the standard rule that they be written to make possible the cutting of paragraphs from the bottom up, without sacrificing completeness. In some cases, such as the last example given, this rule is violated; cutting the story would ruin it because the climax is at or near the end.

There are three principal types, rhetorically speaking, of news feature stories which must be printed in their entirety to preserve the news interest. One is the cumulative interest story, the lead of which differs from those of the other two types because it contains some sort of news peg. In addition to emphasizing the "tone" or "situation" of the story as it progresses, this kind of story incites reader interest which "cumulates" as each succeeding sentence and paragraph makes for greater definiteness.

After the lead the cumulative interest story may be a chronological account, as:

A woman met her cousin today for the first time in 24 years—and wound up in handcuffs.

Mrs. Marie Dutkanych, of 6949 N. Clark st., was visited by her cousin, Michael Petrolak, an immigration officer at Ellis Island. He is on vacation.

The cousin, going out to mail a letter, left a pair of his Peerless handcuffs behind. Curious, Mrs. Dutkanych examined them. They locked fast on her wrists.

Petrolak returned, discovered he had lost the key.

Desperate, Mrs. Dutkanych went to the Rogers Park Police Station. She couldn't get any help there. Then she tried Von Lengerke & Antoine, Loop sporting goods store. The store, too, lacked the right key.

Still wearing an apron and an embarrassed look, Mrs. Dutkanych tried the police again—the Detective Bureau.

A key was found. It worked on one cuff, but the other jammed.

Finally, with the aid of four police who pulled, twisted, hammered and oiled, the stubborn lock yielded.

Mrs. Dutkanych hurried home for a long-delayed lunch. —Chicago *Daily News*

Suspended Interest. This name is given to the news feature in which the writer “strings along” the reader to the very end before giving him the news peg on which the item is based. Such stories resemble magazine short stories in that they must be read in their entirety. Frequently the climax may be a surprise; in any case, it satisfies the reader's interest which has been suspended because of the indefiniteness of early details. The lead of a suspended interest story usually is not so definite as that of a cumulative interest story which strikes the “keynote.”

New York, March 31.—(AP)—It was a bad situation when Mrs. Mary Massula went to the Bridge Plaza Police court in Brooklyn about two sheep and ten goats, because she was rather frightened and a little indignant that anyone should complain.

Her husband was summoned but she answered because he was busy and she could explain about his being busy. That really was the point of the whole thing, the farm.

She stood before Magistrate Nicholas Pinto and said, Yes, they did have two sheep and ten goats in the basement of their home, but not for long, Judge, because they were looking for a farm. Her husband was out looking for the farm, she said.

Five of the goats were nannies and good milkers, and the sheep were about ready for shearing.

Once they had a farm near Monticello but they sold it. There were several animals on the place from which Mrs. Massula could not bear to part, and so they were brought to Brooklyn. Then, while they were looking for another farm, it was so much cheaper to pick up livestock at a bargain, Judge.

The magistrate nodded and adjourned the case to April 19, while Mrs. Massula beamed.

She did not mention the sixty-five rabbits, one pony, one mule, three cats, five dogs, several horses and a flock of chickens in the back yard.

Neither did the summons.

Sequence. The sequence story differs from both the cumulative and suspended interest stories only in arrangement of material, the object in all three cases being to postpone the climax or satisfaction of the reader's curiosity until near the end. The distinguishing feature of a story written in sequence style is that the facts are arranged in strictly chronological order, as:

New York, N. Y.—Guiseppe Fioro, 56, made up his mind he was going to die. He kept telling his family in Orange, N. J.: "I will die the last of the week."

He arranged for his funeral with an undertaker, ordered \$100 worth of flowers and spent \$40 on wine and cigars for the wake. Then he changed his mind, sent the wine and cigars back and ordered an additional \$40 worth of flowers.

He bought a tuxedo in which to be buried and picked out a solid oak casket, airtight and waterproof. He settled all his financial affairs, arranging to pay his debts from insurance.

He again predicted to a son, Nicholas, a policeman, that it would happen "the last of the week" and gathered pieces of sod from the back yard. These he carried to the cemetery and stacked beside the headstone cut for his grave.

On the way home he met a friend and told him, "I'll never see you again."

Then he collapsed in the kitchen from a cerebral hemorrhage, and died. He was buried Thursday.

—Milwaukee Journal

The sequence style also may be used for important stories, as:

By Edwin L. James

Wireless to the New York Times

London, Oct. 26.—In a driving rain, a few minutes after 10 o'clock Thursday night, a taxi cab drew up in front of Victoria station. Ten yards behind it another cab halted. Out of the first stepped a tall dark man who helped a demure blond woman in a gray fur coat to alight.

From the second cab stepped two quietly dressed men. The man and woman moved through the crowd to the platform from which departed the train bearing passengers for Paris via Newhaven and Dieppe. The pair of watchers stood around until the train pulled out.

The woman was the spy who stole the secret code from the Italian embassy in Berlin, ruining the careers of a half score of diplomats. The man with her posed as a friend. The two other men were Scotland Yard detectives.

Direct Address. Beginning reporters are admonished to keep out of their own stories, only an occasional reference to the fact that a reporter asked a certain question or made an unsuccessful effort to obtain

an important fact being permitted. Use of either the first or second person is discouraged. Columnists, special writers who sign their articles and writers of feature stories are exempt from this rule when effectiveness cannot be obtained otherwise. The following are examples to show how the first or second person occasionally may be used in an ordinary news or news feature story such as a beginning reporter might write:

Kids, when Ma and Pa take a look at your report card and then start the sermon about how smart they were in high school, do you see red? Do you want to chew nails?

Relax, kids, you've got a friend.

He is Dr. F. H. Finch of the University of Illinois, and he takes your side today in a monograph of the American Psychological Association. —*Chicago Daily News*

If you haven't heard of it, and wouldn't believe it if you had, it probably will be on display today at the National Inventors' congress in the Hotel LaSalle.

Window glass that can't be seen through, lamps that give invisible light and solid water pipes that have no hollow space for the water—those are some of the things you may expect to find.

Freaks. There isn't a rhetorical device which can't be used on occasion in writing for newspapers. The following are examples of unconventional leads which proved effective:

For sale: One college.

The board of directors of Pleasant View Luther college, at Ottawa, Ill. announced today that the school, consisting of four buildings and several acres of land, is looking for a purchaser.

Financial difficulties forced its closing at the end of the 1936 school year.

Now, hit's this way, folks, Buck Maha Harris, 6 feet 5 inches and every inch a rip-snortin' cow puncher from the West, was a-playing up Bostonway in a rodeo.

He done spotted hisself a fancy lookin' gal in a box and whir-r-r he sent the lasso flyin'. It caught the gal aroun' the neck, she set up a holler—and he married her.

Wears Bigamy Brand

An' Sattiday they done have him hawg-tied and half-hitched in a cell at the detective bureau, where they've put the onery brand of bigamy on him. It's too sad for to tell—

But Buck, 28, part Cherokee Indian from Clairmont, Tex., was arrested by police when he appealed to them to aid him in finding \$157 and a bus ticket he had lost. They looked him over at headquarters and found he answered the description of a man wanted in Miami Beach, Fla. for bigamy.

Admits Marriages

"Shore, I done married the gal," admitted Buck. "Her name was Miss Alva Graaf. I was already married to Helen Jones in December, 1930. Miss Alva's the gal I lassoed in Boston."

He said he "reckoned he'd go back there and face the music." Police were pretty sure he would.

—*Chicago Herald and Examiner*

The turtle is a strange old bird,
He's often seen and never heard,
He's best in soup, the taste is swell,
But when he bites, he raises hell.

—Apologies to Otto Werkmeister

The sentiment in the jingle expresses the firm belief of Gustave Riebow, 3225 S. Illinois av.

The other day, according to a traffic accident report by the police department to the safety commission, Riebow was driving on S. Illinois av. near his home.

His only passenger was a snapping turtle which Riebow believed to be safely stowed away in a box on the front seat. Riebow whistled gaily at the thought of fresh turtle soup. It was not recorded what the turtle thought.

Anyhow, the turtle climbed out of the box, and, with mayhem in his heart, went after the first object in his path. That object was Riebow's leg and the snapper snapped his jaws down hard.

The pain threw Riebow into confusion. He yelled, swung the wheel and rammed into a tree.

"That," mused Dr. B. L. Corbett, executive secretary of the commission, "is the first time a turtle got 'in the soup' with the law in a traffic accident in Milwaukee."

—*Milwaukee Journal*

CHAPTER X

SAYING IT RIGHT

BREAK THAT CLICHÉ!

By *Marcia Winn*

Some of the heavy thinkers out at the University of Chicago are making a study of the freedom of the press. Is it free? If not, why not and what can be done to free it? Well, that's fine, but unless the gentlemen can find ways to free the press of the cliché [and our latest intelligence is that they are blandly ignoring it as an instrument of woel, their work is three-fourths lost.

But perhaps you don't read the newspapers as carefully as those who write them. Perhaps you don't realize how pervasive the cliché has become. The following questions and answers, an exercise in rote, should refresh your memory. Score yourself at will:

Q.—How did the guests flee the hotel?
A.—In scanty attire.

Q.—What are police doing to the city?
A.—Combing it.

Q.—What are squad cars doing? A.—Cruising.

Q.—What is any town that welcomes tourists? A.—A garden spot.

Q.—What kind of a stare did he have?
A.—A glassy stare.

Q.—What kind of characteristic calm did he have? A.—Characteristic oriental calm.

Q.—What were the passengers? A.—Badly shaken up.

Q.—What was there? A.—There was a dull thud.

Q.—The what young bandit committed the holdup? A.—The dapper young bandit.

Q.—What do the blood splattered walls and bullet riddled chairs bear? A.—Mute testimony to the tragedy.

Q.—What fell on the room? A.—Dead silence.

Q.—How did the bride look? A.—Radiant

Q.—The bridegroom was the what of a wealthy family? A.—Scion.

Q.—Who were late to their offices?
A.—Scores of loop workers.

Q.—What did the city do in the icy blast? A.—Shivered.

Q.—What are expected in 24 hours?
A.—Arrests.

Q.—He was arrested in what thru the city? A.—A mad chase.

Q.—What swept the building? A.—A flash fire of unknown origin.

Q.—What did bystanders do? A.—Fled for shelter.

Q.—For what kind of effort was the chairman thanked? A.—Untiring.

Q.—What did the introduction give the speaker? A.—Great pleasure.

Q.—What was the courtroom packed with? A.—Interested onlookers.

Q.—According to what from Washington? A.—Advices.

Q.—What kind of sources? A.—Informed.

Q.—What was the killer described as?
A.—A man of 5 feet 10.

Q.—The alderman was a man of what?
A.—Unquestioned honesty and courage.

Q.—Chief Corrigan did what? A.—Estimated the loss at \$5,000.

Q.—What did the suspect do when questioned? A.—Maintained a stony silence.

Well, that gives you a rough idea of the problem. You don't think it as grave as all that? Indeed, it is. It once even prompted a Chicago managing editor, an optimistic fellow, to send word to his writers, "give us some *new* platitudes. The old ones are worn out."

—“Front Views and Profiles,”
Chicago Tribune

IF A NEWSPAPER IS TO BE read widely, it must be written so that a sizable majority of its potential subscribers can understand it. Otherwise its circulation appeal will depend entirely upon the quality of its comic strips, cartoons and illustrations.

The average American, according to the Bureau of Census, has had little more than an eighth grade education. To make a newspaper article (or any other piece of writing, for that matter) readable to him, however, does not mean "writing down" in the sense of limiting the factual contents to experiences familiar to a 14-year-old. Reading ability has nothing to do with either personal experience or intelligence. A scholar with a high I.Q. may not understand what an equally brilliant colleague with a different specialty writes or says.

WHAT RESEARCH SHOWS

As a result of considerable research in recent years there now exist grading systems by which to determine the amount of formal schooling necessary to make a given piece of writing easy to read. Scores of newspapers already have been tested, most of them by Readable News Reports of Columbus, Ohio, whose director is Robert Gunning. The United Press was able to reduce its readability level from 16.6 to 11.7 in only ten days after the results of the first test were announced to bureau managers and correspondents. Many newspapers are striving to simplify their styles to approach the 7 to 7.9 range within which the late Ernie Pyle wrote to become the most popular World War II correspondent. Writers and students similarly are examining their composition habits.

CHAPTER OUTLINE

- I. What Research Shows
- II. Sentences
- III. Paragraphs
- IV. Conciseness
 1. Superfluous Words
 2. Superfluous Phrases
 3. Superfluous Clauses
 4. Proper Emphasis
- V. Opinion
 1. Editorializing
 2. Puffs and Boosts
 3. Superlatives
 4. Adjectives
 5. Nouns
 6. Dogmatism
 7. Connotations
- VI. Words
 1. Passive and Active Voice
 2. Figures of Speech
 3. Simplicity
 4. Bromides
 5. Journalese
 6. Shopworn Personifications
- VII. Correct Usage
 1. Grammatical Faults
 2. Troublesome Words

The Gunning test is three-fold:

1. *Sentence pattern.* It was found that difficulty begins when the average number of words per sentence exceeds twenty. *Time*, the news-magazine, averages 16 to 18 words per sentence and *Reader's Digest* sentences average 18, suggesting that their popularity may depend more on the way they are written than upon what they contain. *Atlantic Monthly* averages 24 words per sentence and appeals to so-called "high brows."

2. *Fog index.* This is a measure of complex or abstract words, as "prodigious expenditure" for "big expense," "undoubtedly" for "no doubt," "rendezvous" for "meeting," etc.

3. *Human interest factor.* This means that frequent use of names of people, referents to those names and other human interest words increases readability.

These criteria, which were determined after exhaustive scientific study, are similar to those presented by Rudolf Flesch in *The Art of Plain Talk*, a capital advanced composition text for potential newspapermen. Flesch, in fact, advocates only a 17-word sentence average and advises strongly against more than 37 words with affixes in each 100 words. He also says that the more personal references the greater the readability of any piece of writing. The standard average is six per 100 words; *Time* averages eight. Flesch advocates the plentiful use of verbs and warns against too many prepositions, conjunctions and adverbs; "empty words," he calls them.

Without the benefit of scientific research, newspapers for years have striven for many of the objectives that research has proved to be right. Disregardful of criticism from literary purists, newspapers have developed an economical style well suited to the purposes for which it is intended. Characteristics of effective newspaper English in virtually every news room in the United States include the following:

1. Compact, usually short, sentences, each word selected and placed for maximum effect.
2. Short, terse paragraphs, each complete in itself and generally capable of being removed without destroying the sense of a story.
3. Conciseness, directness and simplicity, through elimination of superfluous words, phrases and clauses and through proper emphasis.
4. Factualness, without editorial opinion, puffs and boosts, unwise superlatives, adjectives, nouns or other dogmatic words.

5. Avoidance of "fine" writing, strong verbs and nouns being preferred to trite, hackneyed and obsolete words and expressions.
6. Observance of the rules of good grammatical and word usage.

SENTENCES

With beginning reporters a fault, even more common than that of failing to answer as many of the *w*'s and *h* as necessary for completeness in the lead, is packing too many ideas into a single sentence. This shortcoming is characteristic of the novitiate's writing throughout a news story, not alone in the first paragraph. Students whose training has been entirely in other kinds of writing seem unable to make proper use of pronouns to relate succeeding with preceding sentences; rather, they jam into a single omnibus sentence or paragraph as many details as possible about a person mentioned in a story.

There is a sort of "swing" to effective straight news writing which the beginning reporter "catches" after a bit. Once acquired, the knack enables a writer to move smoothly from one sentence to the next, using an adequate number of pronouns and other words with antecedents which are unambiguous and clear. Note the differences between the following examples, both written in orthodox news style except that one lacks what the other possesses: terse grammatical unity through close grammatical relationship between developing sentences and paragraphs. The poorer example's sentences are long, each containing too many facts.

CUMBERSOME

Clifford Britt, 38, 1459 Grove street, and another passenger on an eastbound Mitchell boulevard street car were injured about 8 A.M. today when the car jumped the track and collided with a westbound car at Mitchell boulevard and Perkins street.

Scores of other passengers en route to work who filled both cars were heavily jostled and shaken up as the two cars came together, according to Mitchell boulevard police who also said another man was injured but disappeared from the scene of the accident.

Britt was taken to Municipal hospital with cuts and bruises on the head and hands.

CONCISE

Two men were injured and scores shaken when two street cars collided at Mitchell boulevard and Perkins street about 8 A.M. today.

One car was going west and the other east on Mitchell boulevard.

Hitting an open electric switch, the eastbound car jumped the tracks, struck the other and derailed it.

One of the injured men was Clifford Britt, 38, 1459 Grove street. Police said another man was injured but disappeared from the scene of the accident.

Britt received cuts and bruises on the head and hands. He was taken to Municipal hospital.

Both cars were filled with passengers en route to work. They were heavily jostled as the two cars came together.

Rules to remember regarding sentence structure in news writing include:

1. Short, simple, declarative sentences generally are preferable to long complex or compound-complex sentences.
2. Don't try to say everything in one sentence. Break up long sentences into two or more short ones, being careful of grammatical antecedents.
3. Never use an important or unusual word twice in the same sentence or too close together within a paragraph.
4. Avoid repetition of phrases, clauses and similar grammatical constructions.
5. Avoid beginning a sentence with the same word with which the preceding sentence ended.
6. Hesitate before beginning a lead sentence with *the* or *an*, *there*, or *it*. Such sentences often are indefinite.
7. Hesitate before beginning a lead sentence with *yesterday*, *last night*, etc. The *when* element is seldom that important.
8. Hesitate before beginning any sentence with an adverb.

PARAGRAPHS

The newspaper paragraph seldom exceeds seventy-five words in length. Newspaper columns are so narrow that paragraphs longer than this do not look well. They are forbidding and the reader shuns them. Printed in magazine or book form, paragraphs up to 250 words are attractive, but not in newspapers.

Because newspaper paragraphs are so short, they perform a somewhat different function than paragraphs in other forms of writing. According to the rules of rhetoric a paragraph expresses a complete thought or idea. In news writing, however, the idea-unit is broken up into sub-topics, and each paragraph of a news story contains a single sub-topic. In other words, news writers paragraph their paragraphs.

This type of paragraphing, called *block paragraphing*, is distinctly advantageous for news writing. It permits the insertion or deletion of paragraphs without disarranging a story. Frequently it is necessary, in the light of new information, to recast certain paragraphs, add additional paragraphs and to remove others. For example, note in the following story how additional information might be added without serious trouble. The paragraphs in italics quite conceivably could have been added after the story was first written. So, in fact, might have been all the others except the first.

With the nation waiting to hear President Truman's word on meat, cattle receipts in Chicago and 11 other principal markets today dropped off from receipts a week ago. At the stockyards here, there were only 6,500 cattle received as against 9,900 last Monday.

The total for 12 principal markets was 88,700 compared with last Monday's 101,000.

BILL MAULDIN'S CARTOON



"Of course, you mustn't misunderstand us—we all want a free press!"

—Reproduced through the courtesy of Bill Mauldin and United Features Syn-

Some observers pointed out that the drop in today's receipts may have been caused by farmers waiting for the President's decision.

Regardless of what the President says there will be some meat coming to market, it was indicated.

Livestock men generally said that if the President calls for removal of price controls on meat, cattle raisers will start shipping their animals when the ceilings are lifted, but not before.

If Mr. Truman advocates keeping controls, they explained, the cattle now in feed lots will have to come to market. There is no profit in continued feeding of an already fat animal, it was pointed out.

There were hints that if price controls are removed, housewives can expect substantial increases in the cost of meat.

A spokesman for the Chicago Livestock Exchange said that if controls are removed meat prices will rise 20 to 25 per cent in the first three months. After that they would drop to 10 to 15 per cent above the present price and would hold at that level for nine months to a year, he said.

P. O. Wilson, executive secretary of the National Livestock Producers Assn., declared that feeders have been spending a lot of money feeding costly grains to livestock. These feeders will want a profit, he said as he recalled the \$30 top paid for strictly high grade steers during the OPA holiday.

Wilson said that even if controls are removed, normal cattle runs cannot be expected for over a year.

Some Illinois cattle raisers explained that one big reason for the meat shortage was the confusion caused by pressure which has kept OPA controls uncertain.

They explained that they didn't know from day to day what the OPA status would be and as a result many of them had stopped raising cattle. —Chicago Daily Times

Additional rules to observe in paragraphing include:

1. Put the important idea of each paragraph at the beginning of the paragraph.
2. Avoid use of similar words and expressions at the beginnings of successive paragraphs.
3. Do not use direct quotation and summary in the same paragraph. Quotation marks buried within a paragraph lose their emphasis.
4. Try to have at least two paragraphs to each news story.
5. Try to have at least two sentences to a paragraph unless the one-sentence paragraph is used for emphasis.
6. Arrange the paragraphs in the order of importance so that the makeup man can eliminate the last ones if necessary.

CONCISENESS

Valuable space may be saved and greater clarity and emphasis gained through the avoidance of superfluity. The reporter should not force the reader to delete unnecessary material from his copy.

Superfluous Words. The articles *the*, *a* and *an* often can be eliminated, as:

WEAK: The Booster students who heard the talk—

BETTER: Booster students who heard the—

WEAK: It is a part of a title.

BETTER: It is part of a title.

WEAK: It is for the men who make good.

BETTER: It is for men who make good.

Sentences may be shortened and made more forceful by making verbs more direct, as:

WEAK: The committee arrived at a conclusion.

BETTER: The committee concluded.

WEAK: The society held a discussion on the matter.

BETTER: The society discussed the matter.

WEAK: He put in an appearance.

BETTER: He appeared.

WEAK: They did away with the old building.

BETTER: They razed the old building.

WEAK: When he got through with his work—

BETTER: When he finished his work—

Some words are unnecessary and even incorrect, as:

WEAK: She fell off of the roof.

BETTER: She fell off the roof.

WEAK: The case is a difficult one.

BETTER: The case is difficult.

WEAK: The man fell a distance of 50 feet.

BETTER: The man fell 50 feet.

WRONG: The actual fact is—

RIGHT: The fact is—

WRONG: The building was completely destroyed.

RIGHT: The building was destroyed

WEAK: There is no vacancy at the present time.

BETTER: There is no vacancy at present

WEAK: It reverts back to the former subject.

BETTER: It reverts to the former subject.

It is not necessary to include the state with the names of large cities, or to mention the state with the name of a city in the same state as that in which the newspaper is published.

WEAK: He lives in Los Angeles, Calif.

BETTER: He lives in Los Angeles.

But:

VAGUE: He lives in Springfield.

CLEAR: He lives in Springfield, Mass.

Don't waste words in giving dates, as:

WEAK: The Chemical society will meet on Saturday.

BETTER: The Chemical society will meet Saturday.

WEAK: The meeting will be held this coming Friday.

BETTER: The meeting will be held Friday.

WEAK: The meeting was held at 12 o'clock noon.

BETTER: The meeting was held at noon.

WEAK: It occurred the other Friday.

BETTER: It occurred Friday before last.

Superfluous Phrases.

WEAK: The meeting was held for the purpose of discussing the matter.

BETTER: The meeting was held to discuss the matter.

WEAK: We met at the corner of Spring and High streets.

BETTER: We met at Spring and High streets.

WEAK: He was a man by the name of Jones.

BETTER: He was a man named Jones.

WEAK: We reached him by the use of telephone.

BETTER: We reached him by telephone.

WEAK: The color of the cart was red.

BETTER: The cart was red.

WEAK: He will be here for a period of three weeks.

BETTER: He will be here for three weeks.

Superfluous Clauses.

WEAK: All citizens who are interested should come.

BETTER: All interested citizens should come.

WEAK: He will speak at the meeting which will be held Monday.

BETTER: He will speak at the meeting Monday.

WEAK: John Farrell, who is secretary of the Engineers' club, will be there.

BETTER: John Farrell, secretary of the Engineers' club, will be there.

Proper Emphasis. Vagueness and indefiniteness are avoided, and directness obtained, by placing important ideas at the beginnings of sentences. Also by playing up the action, significance, result or feature of the paragraph or story, and by avoiding vague and indefinite words, as:

VAGUE: Some 50 persons were present.

BETTER: About 50 were present.

WORDY: People of Chester will be asked to contribute \$4,000 to the National Red Cross campaign to relieve suffering in the drought area of the United States, according to announcements made yesterday by John Doe, local chairman.

CONCISE: Chester's quota in the national Red Cross campaign for drought relief is \$4,000, John Doe local chairman, said yesterday.

WEAK: When asked what he thought of the compromise plan of unemployment relief, Senator Sapo today said that—

DEFINITE: Senator Sapo today condemned the compromise plan for unemployment relief as demagogic, unconstitutional and inadequate.

WEAK: The purpose of the Student council meeting at 7 P.M. Monday in Swift hall is to discuss the proposal to limit student activities.

BETTER: The Student council will discuss limitation of student activities at 7 P.M. Monday in Swift hall.

WEAK: It was decided by the Men's club at its meeting last evening to hold a smoker next Monday evening in the club room.

BETTER: The Men's club will hold a smoker Monday evening in the club room, it was decided at last evening's meeting.

OPINION

There is a difference between interpretative writing and opinionated or editorial writing. Never is it good policy to make categorical statements of evaluation. Rather, the facts should be allowed to speak for themselves. Good descriptive writing of any kind always consists in painting a word picture from which the reader draws his own conclusions.

Editorializing. What is called "small-townish" expressions should be avoided.

He is well qualified for the position. Give his experience and let it speak for itself.

He is an authority on his subject. Such a statement, if used at all, should be in the form of a direct quotation.

An interesting program is offered. Give the program and let the reader decide if it is interesting.

The trip was the most popular ever taken. One person's idea.

It is expected to become an annual affair. There must be some authority for such a statement.

This fact is clearly brought out. Writer's opinion only.

Needless to say. Then why say it?

It goes without saying. Same comment.

Fills a long felt want. Sure?

Everything went along nicely. Give the facts.

Replete with interest. Superfluous.

A sad and fatal drowning. Most drownings are understood to be both sad and fatal.

He was angry. Tell how he acted and let reader decide, or say he *appeared* angry.

A good time was had by all. Proof?

In a very interesting manner. One person's idea.

An enjoyable occasion. Same comment.

An impressive sight. Same comment.

Puffs and Boosts.

BAD: All chapters are urged to send delegates

BETTER: All chapters are expected to send delegates.

BAD: The public is cordially invited.

BETTER: The public is invited.

Superlatives. Be wary of the -est word. Sometimes, of course, it is justified. Generally, however, avoid such expressions as the following:

Most interesting.

One of the most successful—

The largest audience ever seen.

Never in the history of—

Most exciting game.

Adjectives. In descriptive newspaper writing as in all other writing, adjectives add when they are apropos and detract when they aren't. In avoiding opinionated writing, the following adjectives are typical of those which must be used cautiously because they are too vague and capable of as wide interpretation as there are readers of them.

very	beautiful	widely-known
gigantic	ferocious	charming
illimitable	clever	huge
tasteful	nice	popular
eloquent	enjoyable	brilliant

Nouns. Injudicious use of certain nouns results in exaggeration or falsity. Be sure the following are justified before using:

panic	disaster	climax
catastrophe	multitude	zenith
fiasco	debacle	

Dogmatism. Other words and expressions to think about before using include the following:

absolutely certain	charming hostess	proud possessor
it bids fair	a big success	talented young man
it beggars description	prospects are bright	attractive decorations
likeable personality	too numerous to mention	popular leader
happy pair	stellar performance	

Connotations. In his column, "As I View the Thing," in the Decatur (Ill.) *Herald* for Oct. 29, 1937, Sam Tucker analyzed some specimens of then-current oratory. One of them was as follows:

Liberty and freedom should mean a fair distribution of the rewards of production and should prevent an unhealthy concentration of wealth and economic power in individual hands or government.

In part Tucker wrote:

The first word is "liberty." Tell me, please, exactly what liberty is. Where does it begin and where does it leave off? And while you are working on this problem, notice please the second noun in the sentence: "freedom." Presumably it means something different from "liberty," because our great political leader would not have considered it necessary to couple the two if they meant the same thing. . . .

What is a "fair distribution"? Does it mean the same thing to you as to your housemaid, your hired man or the machine operator in your factory? What are the "rewards of production"? Again, I want you to be definite, not furry. How much concentration of wealth is an "unhealthy" concentration? What is government?

Tucker concluded by rewriting the passage to substitute "blah" for every "well-sounding word I cannot turn into a firm meaning." Thus rewritten, it read:

Blah and blah should mean a blah-blah of the blah of blah and should prevent an blah blah of blah and blah power in individual hands or blah.

This technique is a familiar one with students of semantics—the science which studies the meaning of words. The example should suffice to emphasize the care writers as well as speakers must exercise to avoid words which have different meanings for different people. Especially dangerous are "virtue" words such as patriotic, American, democratic, freedom, liberty, liberal, progressive, etc., and "smear" words as un-American, communistic, bureaucratic, atheistic, reactionary, etc.

WORDS

The day of the grammatical purist is gone. Contemporary authorities recognize that language makes dictionaries and not vice versa. Many words in common use today were once frowned upon as slang or vulgarisms. Each year prominent writers coin new words or resurrect archaic ones which meet with popular acceptance. The fault of young writers as regards word choice is not so much selection of what might be called undignified words but tactless use of bromides, platitudes, clichés. What constitutes tactfulness in using slang, trite and hackneyed expressions is for the English department, not the school of journalism, to teach. Nevertheless, the journalism teacher and certainly the newspaper copy reader can spot a threadbare word or phrase used in a threadbare way.

There isn't a word listed below, as one to be used cautiously, which can't be used effectively on occasion. This is decidedly not a don't section, merely one of precaution.

Passive and Active Voice. The active voice usually is more emphatic than the passive. The passive should be used, however, when warranted by the importance of the grammatical object of a sentence. In the following sentences, for example, the passive voice is preferable to the active:

Henry Binger has been appointed chairman of the County Republican campaign committee.

Earl Kromer, prominent local merchant, was killed instantly early today when a bolt of lightning struck his home, 34 E. Wilson street.

Increased rates for the Middletown municipal water works were ordered by the public service commission in an order issued Thursday.

In other cases the feature can better be played up by use of the active voice, as:

WEAK: The accident was witnessed by ten boys.

BETTER: Ten boys witnessed the accident.

WEAK: The report was received by the mayor.

BETTER: The mayor received the report.

WEAK: The result was announced by the clerk.

BETTER: The clerk announced the result.

Figures of Speech. The following figures of speech generally should be avoided because they are likely to be misused. They are whiskered with age and mark their innocent user as callow.

watery grave	picture of health	clutches of the law
long hours of the night	pillar of the church	never rains but it pours
departed this Vale of tears	won his spurs	smell a rat
worked like Trojans	stormy session	cool as a cucumber
nipped in the bud	rains cats and dogs	the crying need
hungry as bears	point with pride	sea of upturned faces
acid test	the great beyond	met his Waterloo
loomed like sentinels	police combing the city	white as a sheet
a checkered career	heart of the business district	busy as a bee
the wings of disaster	Herculean strength	hail of bullets
in the limelight	devouring elements	view with alarm
		threw a monkeywrench

Simplicity. This quality is obtained in large part by avoiding "elgant" words when simple ones would do better.

<i>about</i> is better than <i>with reference to</i>	<i>forced</i> is better than <i>compelled</i>
<i>agreement</i> is better than <i>concordance</i>	<i>funeral</i> is better than <i>obsequies</i>
<i>although</i> is better than <i>despite the fact that</i>	<i>horse</i> is better than <i>domesticated quadruped</i>
<i>before</i> is better than <i>prior to</i>	<i>if</i> is better than <i>in the event of</i>
<i>body</i> is better than <i>remains</i>	<i>leg</i> is better than <i>limb</i>
<i>buried</i> is better than <i>interred</i>	<i>man</i> is better than <i>gentleman</i>
<i>burned</i> is better than <i>destroyed by fire</i>	<i>marriage</i> is better than <i>nuptials</i>
<i>city people</i> is better than <i>urban people</i>	<i>meeting</i> is better than <i>rendezvous</i>
<i>clear</i> is better than <i>obvious</i>	<i>money</i> is better than <i>lucre</i>
<i>coffin</i> is better than <i>casket</i>	<i>nearness</i> is better than <i>contiguity</i>
<i>danger</i> is better than <i>precariousness</i>	<i>normal</i> is better than <i>traditional</i>
<i>died</i> is better than <i>passed away or succumbed</i>	<i>since</i> is better than <i>inasmuch as</i>
<i>dog</i> is better than <i>canine</i>	<i>theft</i> is better than <i>larceny</i>
<i>farming</i> is better than <i>agriculture</i>	<i>truth</i> is better than <i>veracity</i>
<i>fear</i> is better than <i>apprehension</i>	<i>to understand</i> is better than <i>comprehend</i>
<i>fire</i> is better than <i>conflagration</i>	<i>well paying</i> is better than <i>lucrative</i>
	<i>woman</i> is better than <i>lady</i>

Bromides. Generally considered too trite or hackneyed for effective use are the following:

almost fatally injured	bright and smiling	each and every
any way, shape or form	burly Negro	fair maidens
as luck would have it	crisp bill	favor with a selection
augurs well	dances divinely	feature
bated breath	departed this life	few and far between
better half	doing as well as can be expected	green-eyed monster
bids fair	doomed to disappoint- ment	hale and hearty
bigger and better	dull thud	head over heels
blushing bride		hectic
bright and fair		he-man

host of friends
in the offing
laid at rest
last but not least
last sad rites
light fantastic toe
loomed on the horizon
many and various
method in his madness
music hath charms, etc.

no uncertain terms
order out of chaos
present day and genera-
tion
received an ovation
red-blooded
render a solo
resting comfortably
scintillating
sigh of relief

signs of the times
smashed to smithereens
thick and fast
trend of public senti-
ment
variety is the spice of
life
weather permitting
wild and woolly

Journalese. Newspapers have not contributed as much as one might expect to the coinage of new words, but they have helped exhaust the effectiveness of a large number through indiscriminate repetition. Among these are the following:

blunt instrument
bolt from a clear sky
brutal crime
brutally murdered
cannon fodder
cheered to the echo
clubber
crime wave
cynosure of all eyes
death car
fatal noose
feeling ran high

gruesome find
grilled by police
hot seat
infuriated mob
man hunt
moron
mystery surrounds
news leaked out
police drag nets
political pot boiling
probe
quiz

rush
sleuths
smoke-filled room
smoking revolver
solon
speculation is rife
swoop down
thug
war clouds
while thousands cheer
whirlwind tour
will be staged

Shopworn Personifications. The following mythical characters have been introduced into all kinds of writing so often that they have lost their ability to impress or amuse:

Betty Coed
Dame Fashion
Dame Rumor
Dan Cupid
Father Neptune
Father Time

Grim Reaper
Jack Frost
Joe College
John Q. Public
Jupiter Pluvius

Lady Luck
Man in the Street
Mother Earth
Mr. Average Citizen
Old Sol

CORRECT USAGE

It is presumed that the student has completed a course in English grammar and composition and, therefore, that he knows the rudiments of good English. Although some reputable writers still split their infinitives without losing effect, few misuse "lay" and "lie," use "none" as a plural, set "don't" and "doesn't" twisted, misplace "only," or use "like"

when they mean "as if." If the student of this book is deficient in his knowledge of grammar, he had better concentrate on it constantly. Cubs who cannot make their subjects and predicates agree and who can't spell ordinary words don't last long.

In every newspaper office there are some rules of grammar, word usage, punctuation, etc. which are emphasized more than others. Most newspapers issue style sheets for the guidance of new staff members as to what kind of writing is preferred. A sample style sheet is given in Appendix A, and the student should study it at this time.

Grammatical Faults. Several years of correcting journalism students' papers have convinced the writer that the following are among the most common grammatical errors about which aspiring reporters need caution.

WRONG: Neither the mayor nor the city clerk are willing to talk.

RIGHT: Neither the mayor nor the city clerk is willing to talk.

WRONG: The Chamber of Commerce will begin their annual membership drive Monday.

RIGHT: The Chamber of Commerce will begin its annual membership drive Monday.

WRONG: Howard is not as tall as Harold.

RIGHT: Howard is not so tall as Harold

The next two examples do not illustrate infallible rules; in other cases these constructions may be better:

WEAK: He has always wanted to go.

BETTER: He always has wanted to go.

WEAK: He was ordered to immediately arrest Jones.

BETTER: He was ordered to arrest Jones immediately.

WRONG: Having arrived an hour late the audience had begun to disperse before Smith began to speak.

RIGHT: Having arrived an hour late Smith found his audience had begun to disperse.

WRONG: After Graham and Mitchell had shaken hands he turned to greet the senator.

RIGHT: After Graham and Mitchell had shaken hands the former turned to greet the senator.

STRONGER: After Graham shook hands with Mitchell he greeted the senator.

Troublesome Words. The following are some words and expressions which often cause difficulty:

Above. Should not be used for *over* or *more than*.

Accord. Do not use in the sense of *award*. *Give* is better.

Act. A single incident. An *action* consists of several acts.

Actual facts. All facts are actual.

Administer. Used with reference to medicine, governments or oaths. Blows are not administered, but dealt.

Adopt. Not synonymous with *decide* or *assume*.

Affect; effect. *Affect* means to have an influence on; *effect* means to cause, to produce, to result in.

Aggravate. Means to increase; not synonymous with *irritate*.

Aggregate. Not synonymous with *total*.

Allege. Not synonymous with *assert*. Say the *alleged* crime but "He *said* he is innocent."

Allow; permit. The former means *not to forbid*; the latter means *to grant leave*.

Allude. Do not confuse with *refer*.

Almost; nearly. *Almost* regards the ending of an act; *nearly* the beginning.

Alternative. Indicates a choice of two things. Incorrect to speak of *two alternatives* or *one alternative*.

Among. Use when more than two is meant; for two only, use *between*.

Antecedents. Do not use in the sense of *ancestors*, *forefathers*, *history* or *origin*.

A number of. Indefinite. Specify.

Anxious. Implies worry. Not synonymous with *eager* which implies anticipation or desire.

Anyone or none. Use in speaking of more than two. *Either* and *neither* are used when speaking of only two. All take singular verbs.

Appears, looks, smells, seems, etc. Take an adjective complement.

As the result of an operation. Avoid this expression. Usually incorrect and libelous.

At. Use *in* before the names of large cities: He is *in* New York, but the meeting was held *at* Greenville.

Audience. An *audience* hears, *spectators* see.

Autopsy. An *autopsy* is performed, not held.

Avocation. A man's pleasure, while *vocation* is his business or profession.

Awful. Means to fill with awe; not synonymous with *very* or *extremely*.

Balance. Not synonymous with *rest* or *remainder*.

Banquet. Only a few dinners are worth the name. Use *dinner* or *supper*.

Because. Better than *due to* in, "They fought because of a misunderstanding."

Beside; besides. The first means *by the side of*; the second *in addition to*.

By. Use instead of *with* in such sentences as, "The effect was gained by colored lights."

Call attention. Do not use it for *direct attention*.

Canon; cannon; the former is a *law*; the latter is a large *gun*.

Canvas; canvass. The former is a *cloth*; the latter means to *solicit*.

Capitol. The building is the *capitol*; the city is the *capital*.

Casualty. Should not be confused with *disaster*, *accident*, *mishap*.

Chinese. Don't use *Chinaman*.

Claim. A transitive verb. One may "claim a dog" but not that "Boston is larger than Portland."

Collide. To collide both objects must be in motion.

Commence. Usually *begin* or *start* is better.

Compared with. Use *compared with* in speaking of two things coming under the same classification; use *compared to* if the classes are different.

Comprise. Do not use for *compose*.

Confess. A man confesses a crime to the police, but he does not confess to a crime.

Conscious. Not synonymous with *aware*.

Consensus. Don't say *consensus of opinion*; simply say *consensus*.

Consequence. Sometimes misused in the sense of importance and "of moment," as "They are all persons of consequence" (importance); "A matter of no consequence" (moment).

Consists in. Distinguish between *consists in* and *consists of*.

Consummation. Look up in the dictionary. Do not use in reference to marriage.

Continual; continuous. That is *-al* which either is always going on or recurs at short intervals and never comes (or is regarded as never coming) to an end. That is *-ous* in which no break occurs between the beginning and the end.

Convene. Delegates, not a convention, convene.

Correspondent; co-respondent. The former *communicates in writing*; the latter *answers jointly* with another.

Council; counsel. The former is a meeting for deliberation. The latter is advice or one who gives advice.

Couple. Used only when two things are joined, not of separate things.

Crime. Do not confuse with *sin* or *vice*. *Crime* is a violation of the law of the state; *vice* refers to a violation of moral law; *sin* is a violation of religious law.

Cultured. Don't use for *cultivated*.

Cyclone. Distinguish from *hurricane*, *typhoon*, *tornado*, *gale* and *storm*.

Dangerously. Not *dangerously* but *critically* or *alarmingly ill*.

Data. Plural. *Datum* is singular.

Date from. Not *date back to*.

Depot. Don't use for *station*. A *depot* is a storehouse for freight or supplies; railway passengers arrive at a *station*.

Die of. Not *die from*.

Different from. Not *different than*.

Dimensions; proportions. The former pertains to *magnitude*; the latter to form.

Divide. Don't say "The money was divided between Smith, Jones and Brown." Use *among* when more than two are concerned.

Dove. Should not be used for *dived*.

Drops dead. *Falls dead* is what is meant.

During. Do not confuse with *in*. *During* answers the question, "How long?" *in* the question, "When? At what time?" as, "We were in Princeton *during* the winter"; "We received the letter *in* the morning."

Each other; one another. The former pertains to *two*; the latter to *three or more*.

Either; neither. Use when speaking of two only.

Elicit. Means to "draw out against the will."

Emigrant. Do not confuse with *immigrant*. An *emigrant* leaves, and an *immigrant* comes in.

Envelop; envelope. The former means to *surround*; the latter is a *covering* or *wrapper*.

Event. Do not confuse with *incident*, *affair*, *occurrence* or *happening*.

Experiment. Don't say *try* an experiment. Experiments are *made*.

Fail. To *fail* one must try. Usually what is meant is *did not*.

Fakir; faker. The former is an Oriental ascetic; the latter is a street peddler.

Farther. Denotes distance; *further* denotes time.

Final; *finale*. The former means *last*; the latter is a *concluding act or number*.

From. A person dies *of*, not *from*, a disease.

Graduate, as a verb. Colleges graduate; students *are graduated*.

Gun. Don't confuse with *revolver* and *pistol*.

Had. Implies volition. Don't say "had his arm cut off."

Healthy. A person is *healthy*, but climate is *healthful* and food *wholesome*.

Heart failure. Everyone dies of heart failure. There is a disease known as *heart disease*.

Hectic, "Hectic flush" is the feverish blush of consumption. Not to be used in the sense of *excited*, *impassioned*, *intense*, *rapturous*, *uncontrolled*, *wild*, etc., except when a jocosity is intended.

Hoi polloi. "The many." Do not use "the" before it.

Hold. Use advisedly. The Supreme Court *holds* a law constitutional, but one *asserts* that one man is a better boxer than another.

Hung. A criminal is *hanged*. Clothes are *hung* on a line.

Inaugurate. Does not mean *begin*.

Incumbent. It is redundant to write *present incumbent*.

Inorse. Not synonymous with *approve*.

Infer; *imply*. The former means to *deduce*; the latter to *signify*.

Initial. A man may sign his initial, but he does not make an *initial payment*. He makes the *first payment*.

Invited guests. Most guests are invited; omit the adjective.

Last. Not synonymous with *latest* or *past*.

Leave. Don't confuse with *let*.

Leaves a widow. Impossible. He leaves a *wife*.

Less. Use *less* money but *fewer* coins.

Like. Avoid using as a conjunction. The idiomatic form is "I should like," not "I would like."

Loan. Not a verb. *Lend* means to *grant use of*.

Locate. A building is *located* when its site is picked; thereafter it is *situated*. A person is *found*, not *located*.

Majority. The lead over *all* others; a plurality is a lead over *one* other.

Mathematics. Singular.

Memorandum. Singular. *Memoranda*, plural.

Mend. You *mend* a dress but *repair* a street.

Minister. Distinguish between *minister*, a term used in Protestant churches, and *priest*, used in Catholic churches. Every *preacher* is not a *pastor*; a *pastor* has a church, a *minister* may not.

Musical; *musicale*. The former means *rhythmic*; the latter is a *recital* or *concert*.

Name after. The correct form is *name for*.

Near accident. There is no such thing.

Née. Give only last name, "Mrs. Helen Kuenzel, née Bauman."

Nice. Means *exact*, not *agreeable* or *pleasant*.

Notorious. Different from *famous*.

Occur. Accidents *occur* rather than *happen*, but weddings *take place*.

Old adages. There are no *new adages*.

Over. Means *above*; *more than* means *in excess of*.

Partly completed. Has no meaning. The words are contradictory.

Past. Not synonymous with *last*.

People. Refers to population. Do not confuse with *persons*.

Per cent. Do not say "large per cent" when you mean "large proportion."

Politics. Singular.

Practically. Not synonymous with *virtually*. Different from *almost*.

Principle. Always a noun. *Principal* is generally an adjective.

Prone on the back. Impossible. The word means "lying on the face." *Supine* is "lying on the back."

Provided. Not *providing* he will go.

Public. Singular.

Put in. You *occupy*, *devote* or *spend* time, never *put* in time.

Quite. Means *fully* or *wholly*. Do not, for example, write, "He is *quite* wealthy," but "He is *rather* wealthy."

Raised. Animals are *raised*; children are *reared*.

Render. You *render* lard or a judgment, but you *sing* a song.

Rumor. It is redundant to write *unverified rumor*.

Secure. Means *to make fast*. Don't use it for *obtain*, *procure* or *acquire*.

Sensation; emotion. The former is *physical*; the latter is *mental*.

Ship. Cattle are *shipped* but corpses are *sent*.

So. Use in a negative comparison instead of *as*.

Someone, somebody, etc. Take singular verbs.

Suicide. Do not use as a verb.

Sustain. Injuries are not *sustained* but *received*.

To the nth. An unspecified number, not necessarily infinite or large. Do not use for *to the utmost possible extent*.

Transpire. Means *to emerge from secrecy into knowledge, to become gradually known*.

Not to be used in the senses of *happen*, *occur*, etc.; must not be followed by an infinitive.

Treble; triple. The former means *three times*; the latter means *three kinds*.

True facts. Facts never are false.

Try and. Use *try to*.

Two first. Say *first two*.

Unique. Its adverbs are *absolutely*, *almost*, *in some respects*, *nearly*, *perhaps*, *quite*, *really*, *surely*. It does not admit of comparison. There are no degrees of uniqueness. It means *alone of its kind*. *Different* means *out of the ordinary*.

Unknown; unidentified. The former means *not recognizable by anyone*; the latter means *not yet recognized*.

Various. Not synonymous with *different*.

Vender; vendor. The former is a *seller*; the latter is a legal term.

Want; wish. The former means *need and desire*; the latter means only *desire*.

We. Don't use the editorial *we*. Name the paper.

Well-known. Usually *widely-known* is meant.

Whether. Do not use for *if*. Don't add *or not*.

Widow. Never use *widow woman*.

Yacht. Do not say *private yacht*. There are no *public* ones.

CHAPTER XI

WINNING READER CONFIDENCE

Consider the editor! A child is born to the wife of a merchant in the town. The physician getteth 10 plunks. The editor writeth a stick and a half and telleth the multitude that the child tippeth the beam at nine pounds. Yea, he lieth even as a centurion. And the proud father giveth him a Cremo.

Behold, the young one groweth up and graduateth. And the editor putteth into his paper a swell notice. He telleth of the wisdom of the young woman and of her exceeding comeliness. Like unto the roses of Sharon is she and her gown is played up to beat the band. And the dressmaker getteth two score and four iron men. And the editor gets a note of thanks from the sweet girl graduate.

And the daughter goeth on a journey. And the editor throweth himself on the story of the farewell party. It runneth a column solid. And the fair one remembereth him from afar with a picture postal card that costeth six for a jitney.

Behold, she returneth, and the youth of the town fall down and worship. She

picketh one and lo, she picketh a lemon. But the editor calleth him one of our promising young men and getteth away with it. And they send unto the editor a bid to the wedding, and behold the bids are fashioned in a far city.

Flowery and long the wedding notice which the editor printeth. The minister getteth 10 bones. The groom standeth the editor off for a 12 months subscription.

All flesh is grass and in time the wife is gathered unto the soil. The minister getteth his bit. The editor printeth a death notice, two columns of obituary, three lodge notices, a cubit of poetry and a card of thanks. And he forgetteth to read proof on the head and the darned thing cometh out, "Gone to her last roasting place."

And all that are akin to the deceased jumpeth on the editor with exceeding great jumps. And they pulleth out their ads and cancelleth their subs, and they swing the hammer even unto the third and fourth generations.

- I. How to Be Accurate
 - 1. Second Hand Information
 - 2. Verification
 - 3. Qualification
- II. Authority in the News
 - 1. Direct Quotation
 - 2. Indirect Reference
 - 3. When Unnecessary
- III. Obeying the Law
- IV. How to Avoid Libel
 - 1. What Is Libel?
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 - 3. Insinuations
 - 4. Damages
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 - 6. Playing Safe

THE CHIEF COMPLAINT OF A newspaper's critics—that is, everybody who reads it—is not bias through distortion and suppression. Nor is it sensationalism with its by-product, violation of the right to privacy. On the contrary, the American reader prefers the newspaper which gives him a point of view coinciding with his own and complains of prejudice only when he disagrees. His patronage of newspapers which specialize in lurid details discounts any feigned distaste for them.

What the average American newspaper reader considers the cardinal journalistic sin is inaccuracy. Suppress news favorable to the other fellow and play up news favorable to your side but score the point through use of facts. It is a terrible letdown to be faced with irrefragable proof that something one wants to believe is false. Likewise, if the juicy sex story or other sensational yarn is shown to be untrue, it ceases to entertain.

Readers don't mean it when they say they don't believe anything they read in the newspapers; actually most of what they know is learned in that way. They apply the opprobrious term, "just newspaper talk" to a story unpleasant to believe, regardless of its truth.

Because editors are aware of these aspects of man's social behavior, and because there is no reason why a newspaper should be anything but one hundred per cent accurate in a vast majority of the stories it publishes, one of the first lessons the beginning reporter must learn is how to avoid making mistakes. There are some news rooms even in large cities where a certain amount of carelessness is condoned, but not many. A standard of accuracy way beyond anything to which the recent college graduate has been accustomed in his English composition classes is maintained by a large majority of those newspapers worthy of being called first rate. Lucky is the cub who starts his reporting career under an editor or desk man prone to "raising the roof" whenever he detects a misspelled word or incorrect middle initial in a piece of copy.

HOW TO BE ACCURATE

Although no news writer commits errors for personal enjoyment, a recent study by Prof. Mitchell Charnley of the University of Minnesota reveals that altogether too many occur in at least three average American newspapers. Of 591 straight news stories which Charnley was able to verify through a questionnaire sent to persons either mentioned in them or in positions to know, only 319, or fifty-four per cent, contained no errors of any kind. Paper A was fifty-two per cent accurate, Paper B fifty-three per cent and Paper C fifty-seven per cent. The inaccurate stories contained an average of 1.67 errors, and, most revealing of all, only thirty-four per cent of the stories handled by reporters were correct whereas sixty-two per cent of the stories obtained from original sources, largely in the form of publicity releases, were without mistake.

Why this situation? Probably for several reasons which will be discussed in connection with suggestions of remedies.

Second Hand Information. Most news is gathered by reporters second hand. News sources unquestionably are responsible for as many if not more news story errors than reporters. Mistakes made by those giving out news may be intentional or unintentional. If intentional, the news source has reasons for wanting a half truth or untruth to appear in print. If unintentional, the source was a faulty witness or has a poor memory. The errancy of testimony and the influences, including suggestion and what is popularly called "wishful thinking," which make for errors in observation and recall, have been examined by psychologists and proved in the experimental laboratory so often as to leave no element of doubt regarding the really small chance the reporter has to get accurate answers during interviews for facts.

The reporter's weapons against inaccuracy, as a result of a news source's inability or unwillingness to give reliable information, are verification and honesty of purpose. If he does not rely on one person's say-so but interviews as many as possible, he invariably is able to correct many mistakes made in the first stages of gathering material about a news event. If he approaches the task of both reporting and writing his story without prejudice, whatever errors he does make will be at least unintentional. Fairness and caution both require that, when two persons interviewed differ greatly as to the truth, the statements of both be included in the news story. To achieve this objective, newspapers go to extremes of which the general public hardly dreams. The sentence saying that Mr. Smith could not be reached for a statement may have been added to a

story after hours of futile effort to attain either accuracy or fairness or both.

The following example indicates a common method of "presenting both sides," even when the original story comes from a press association:

Cairo, Ill., July 14.—(AP)—William P. McCauley of Olney, American Legion rehabilitation commission chairman for Illinois, charged in a speech here today that the removal of cancer patients from the Veterans Administration Hospital at Hines, to the Chicago Loop Medical Clinic was "for no other reason than to make guinea pigs of war veteran cancer victims."

McCauley told the 5th Division American Legion convention that the clinic at Hines had resulted from many years of Legion effort, that the Legion had spent \$7,000 for the first radium used there and that its work was responsible for recent addition of 500 beds there.

(Informed of McCauley's charges, Charles G. Beck, Veterans Administration deputy director for the Midwest region, declared in Chicago:

"I think the statement that we're going to make guinea pigs of these cancer patients is, to say the least, ridiculous. The removal of which McCauley speaks has not yet taken place. It will not take place for at least a year.

"When we move our cancer center, the men will receive treatment at least as good as they have received at Hines. The entire clinic, its doctors, nurses and equipment will be moved. How can that mean any change for the worse?

Idea Credited to Bradley

"It was the idea of Gen. Omar Bradley, head of the V.A., that these unfortunate veterans would be better served if they were located in the city, instead of 12 miles away from it.")

In another speech, Omar J. Mackin, Salem, State Legion commander, asked the state's 1,029 Legion posts to pass resolutions against the Ku Klux Klan, which he termed "un-American and contrary to the principles and the rights guaranteed under the Constitution."

—Chicago Sun

Verification. Verifying a story means more than checking the statements of different news sources against each other. It also means making use of the standard books of reference to check spellings, addresses, middle initials and many similar details. In many news rooms, reporters are required to write "All names verified" on their copy, and woe be it to them if such is not true. In many police and court stories more than the newspaper's reputation for accuracy may be at stake; innocence or carelessness is no defense against libel.

The newspaper takes a chance whenever it prints an unverified story. Mere rumor it generally can detect, but when a story contains something which seems improbable, it is safer to miss an edition than use the story before checking. Often men in public life say things to reporters which they later regret. It may seem to the layman that the newspaper should

quote them regarding what they have let slip and then stand by its guns and insist upon its own accuracy. It is the same layman, however, who with few exceptions believes the important personage's denial even though it be a gross lie. For this reason many an editor has held up a story until he has had a chance to check on even a reliable reporter's work.

Telephone books, city directories, clippings in the newspaper's library and books of reference are available to the newspaper reporter for a purpose—so that they will be used. In interviews it is possible to repeat information to be sure it has been heard correctly. Over the telephone difficult words can be spelled in code, A as in Adam, B as in Boston, etc. If the reporter has profited by his high school and college education, he should avoid many errors which the uneducated might commit, such as giving a ship's speed as "knots per hour," the office as chief justice of the Supreme court instead of chief justice of the United States, the court of St. James instead of the court of St. Jameses, Noble instead of Nobel prizes, half mast instead of half staff, John Hopkins university instead of Johns Hopkins university and many other "teasers," mastery of which is a journalistic prerequisite.

Qualification. When certain about the main facts of a story but doubtful about others, a way to make the earliest edition before complete verification is possible is to qualify what is written, as:

A man believed to be Hillyer Swanson, 30, of Salt Lake City, was found by police today wandering in Forest park, apparently an amnesia victim. Partial identification was made by means of a billfold and checkbook found in his possession.

Fire thought to have resulted from faulty electric wiring in the coal cellar caused approximately \$500 damage early today to the dwelling at 1514 Murphy place occupied by Mr. and Mrs. O. B. Ryan and their three small children.

Stories such as the following inspire confidence in readers that newspapers attempt to give the truth as far as possible.

Mayor Ezra Hawkins today intimated that he will not be a candidate for reelection, but Corporation Counsel Fred Bacon, who managed the mayor's last campaign, declared that "when the time comes the proper announcement will be made" and that "friends of His Honor will be pleased by the announcement."

It is when the reporter guesses or takes a chance that he is most likely to err. Such careless habits not only are bad practice from the newspaper's selfish standpoint but reprehensible ethically as well. The speed with which newspapers are produced and the other obstacles to accuracy in reporting make a minimum number of errors seem almost inevitable.

If the newspaper is generous in publishing corrections of the most serious and if it gives evidence of striving to attain the ideal of absolute accuracy, the supercilious reader should not be "off" a newspaper for life because on one occasion it made a mistake in the middle initial of his great aunt's brother-in-law.

AUTHORITY IN THE NEWS

Everything that has been said so far in this chapter goes to prove that the most convincing authority a newspaper can give to a particular story is its own general reputation for authenticity. If it has established itself as a publication ambitious to be accurate and fair, it doesn't have to resort to elaborate means to quote authority in every paragraph of every news story.

As a matter of fact, however, newspapers which are the most careful to relate every important fact in every story to someone enjoy reputations for coming closest to the truth. "Who said this?" bawls out the city editor of such a paper to the cub. "Why, Mr. Smith, whose name is in the lead as having given the speech," is no defense but merely provocation for a further remark such as: "You don't say he said this unquoted part down in the fifth paragraph. I know he made the statement in the lead, but the rest of your story reads like an editorial."

Direct Quotation. To avoid such reprimands the smart reporter "documents" his stories. How to attain accuracy and authority in different types of news stories will be considered more fully in the chapters devoted to them in Part III. Including authority in the lead adds emphasis, satisfies the reader's curiosity and partially protects the newspaper against criticism.

Promotion of W. C. Fairchild, 2308 S. 10th street, lieutenant of the Superior Railroad police in the Milltown division, to captain of police of the Logan division, was announced today by Ronald Weber, superintendent of the Milltown division.

Brown county has been given a four-star rating for 1947 for excellence in financial management as determined by the Freshwater Chamber of Commerce, Arthur Wolcott, county judge, has been notified.

When the news consists in the fact that an announcement or statement has been made, especially if it is one which has been expected for some time, authority should be given the greatest emphasis possible by beginning the lead with it, as:

Mayor Herbert G. Van Duesen announced today charges of irregularities in the collection of business licenses made by the Chamber of Commerce will be referred to the Board of Aldermen Friday evening.

When someone in public life makes an attack on another, the lead should begin with that person's name, as:

State Sen. Rollin A. Bishop today called Gov. Joseph B. Dilling a "crackpot" and described his plan to consolidate seven state departments as "the wild idea of a neophyte in public life."

This type of lead is much better than the following:

Gov. Joseph B. Dilling is a "crackpot" and his plan to consolidate seven state departments is "the wild idea of a neophyte in public life," State Sen. Rollin A. Bishop said today.

It is the fact that Senator Bishop attacked the governor that is news; what he said is opinion unless he was much more definite than either lead would indicate.

Washington, July 4.—(INS)—Joseph M. Stack, commander-in-chief of the Veterans of Foreign Wars, charged today that both government and private employers are ignoring the employment rights of veterans.

In stories growing out of public reports, statements or announcements, mention of the authority may be delayed until the second paragraph but seldom should be any later than that.

Milltown users of natural gas pay a higher rate than consumers in any other American city of comparable size, but local rates for electricity are among the lowest in the United States.

These facts were revealed by a Federal Power commission report released today. . . .

The Lincoln Transit authority has no objections to a private bus company operating a shuttle service from parking lots to the center of town—but only on a temporary basis.

This statement was made yesterday by Chairman Philip Erickson after it was learned that the Northern Coach lines is ready to start its service between the center of town and the parking lots at Madison street and Soldier Field.

The extent to which a careful newspaper goes to give adequate authority throughout a controversial story is indicated in the following example:

All ships of the North German Lloyd and Hamburg-American lines may be placed on the strike list of the International Longshoremen's association along with the Cunard White Star and Furness-Withy lines, *it was announced today* by Joseph P. Ryan, president of the longshoremen, when he learned a North German liner was scheduled to arrive at Montreal today.

If the ship is unloaded at Montreal by members of a union not affiliated with the I. L. A., *Mr. Ryan said*, his union will strike all German ships on the Atlantic coast from Portland to Newport News.

Although peace efforts continued in a three-way conference among I. L. A. officers, steamship officials and representatives of the Montreal independent union, plans were made for a protracted fight if necessary, *Mr. Ryan said*.

Threats of delay failed to halt the sailing of the Furness-Withy liner *Queen of Bermuda*, which left her pier at 55th street and the North river promptly at 3 P.M. without tugs. The ship left behind more than a hundred tons of freight, but officers arranged to have crew members carry aboard the baggage of passengers.

The presence of 700 travelers in Bermuda awaiting return to New York caused the company officials to proceed without waiting for freight. Before the *Queen of Bermuda* sailed *Mr. Ryan declared* that if crew members carried aboard the baggage "they can continue doing it from now on." *He also said* that if tugs were used it would be "a long time" before the tugs would again take any ships out of New York. Two tugs were ready, but were not required because of the favorable tide.

A peace conference between Mr. Ryan and his associates and officers of the National Independent Longshoremen's Union apparently made some headway. *Mr. Ryan said* that he "told them what terms they (the Canadians) could have."

There are 700 passengers awaiting return from Bermuda, *it was said*.

The steamship officials regard the trouble as largely out of their jurisdiction because it revolves about an inter-union dispute. *They expressed* the hope that a quick adjustment could be made, and offered to sit in at the union meetings as "observers."

That efforts of the C. I. O. to organize waterfront workers is behind the I. L. A. move to assert its claims was indicated by *Mr. Ryan in a statement* protesting against C. I. O. inroads.

—New York *World-Telegram*

Indirect Reference. Even the parts of the example just given which are not attached definitely to an authority imply that they were verified by a careful reporter. Note in Paragraph 4, for instance, that the writer knew of "threats to delay" and that "officers arranged" to meet the situation. Possibly this paragraph and the first sentence of Paragraph 5 were guesswork, but the careful inclusion of both cause and effect regarding each incident, plus the adequate authority given in other parts of the story, gives the reader confidence in the correctness of the story as a whole.

No reporter should write a story supplied by an anonymous source, which means that practical jokers and persons with grievances who telephone and write to newspapers in the hope of giving news without disclosing their identity, seldom are successful. Often, however, at the request of high public officials, newspapers thinly veil sources of information by referring to "sources close to—," "a source known to be reliable—," "an official spokesman," "a high official," etc.

Washington, D. C., July 21.—(AP)—A rebirth of the OPA, with curtailed powers, seemed assured today as an influential official said President Truman had indicated he would “reluctantly” sign compromise legislation which leaves undecided whether controls will be restored on a list of major foods.

London, July 19.—(UP)—A spokesman for the foreign office expressed doubt today that the Big Three powers would consider a suggestion that they supervise the expected general elections in Poland this fall.

Washington, D. C., July 17.—Argentina is expected to carry to the United Nations next fall her long-pending dispute with England over the control of the gloomy Falkland Islands in the South Atlantic, diplomatic sources said today.

—Chicago *Tribune* Press Service

It is irritating to any reputable reporter to have to write this way, and protests against the refusals of public officials to permit their names to be used as authorities are frequent. Such vagueness weakens the confidence of readers in any newspaper which practices it on its own volition.

The president of the United States generally designates into which of four classes what he says at a press conference falls: (1) quotable directly as from the president; (2) quotable as from a reliable source in high governmental circles; (3) not quotable but valuable as background information for writers; (4) completely off the record. Reporters respect the president's wishes. In fact, newspapers guard jealously the identity of any news source who wishes his name concealed. Editors and reporters have gone to jail for refusing to tell a judge where they obtained a particular item of news. Several states have passed laws protecting newspapers against being declared in contempt of court for so doing.

When Unnecessary. In the average run of police, legislative and many other types of news it is possible to omit specific mention of the source of information. In such stories it is presumed that a reliable authority was interviewed, and the newspaper's general reputation for accuracy is the reader's safeguard, as in the following examples:

The Keeler polygraph gave the lie today to Henry (Hank) Munson's denial that he shot and killed his nephew, Arnold Munson, Sunday in the rooming house at 717 Victoria place where they both lived.

The 95 boys and girls who came to Milltown to participate in the state spelling bee finals Friday will attend a banquet at 6:15 p.m. today at the Hotel Bedford.

Writers who sign their articles also are allowed latitude in making questionable statements, their by-lines indicating that they themselves are the authorities in whom readers are asked to have confidence.

A lead which must be handled with caution is the “opinion here to-

day" type. Seldom is such a lead based on an exhaustive survey of the "trend of public sentiment." The danger, from the standpoint of ethics, is the creation of what social psychologists call the "illusion of universality." It may be a gross exaggeration to write that, "The entire city today mourned the death of Mayor Bull," or that "The world of music lovers was turned topsy-turvy," or that "Business leaders today feared."

In sports stories, which are written with a recognized good nature and prejudice for the home club, such leads may be condoned, but when used in political writing they generally are misleading. If it actually can be established that a majority of public officials or of any other group believe a certain way, there should be some indication not too long delayed that the news writer knows what he's talking about. One of the most serious criticisms of the press today is its creation of wrong impressions through this kind of writing.

OBEYING THE LAW

Unless he is forewarned, one of the first big surprises that the young reporter may have in his quest for authority is the discovery that he can invoke the freedom of the press clause in the Constitution from morn to night and still be denied access to some documents which his naivete might lead him to believe are public records open to all. Should he be able to break down certain barriers he still might run the risk of being cited for contempt of court or sued for libel were he to use information thereby obtained.

It is regrettable that there is no place to which the reporter, or the editor either, can be directed for a clearcut statement of what his rights and privileges in particular instances are. Not only are the laws of different states different, but the same law is likely to have been interpreted differently by two or more courts of law in what would seem to be cases involving identical issues. As regards a number of important legal problems involving newspapers, there is little or no law, either statute or common. For this newspapers themselves are partly if not largely to blame, because they prefer to settle law suits out of court.

The principle generally observed, regardless of the clarity of state or municipal law, is that the public—which includes the press—has the right to inspect public documents except when the public interest thereby would be harmed. The frequent clashes between newspapers and public officials result from differences of opinion as to what constitutes a public record and what constitutes public interest. Some states have been careful to define public documents; others haven't. In either case, and

regardless of the fact that there have been few tests in court, newspapers do not expect to be allowed to cover grand jury proceedings, or executive sessions of lawmaking bodies or to be shown records of unsolved cases in the police detective bureau, the report of an autopsy before it is presented to a coroner's jury, the report of an examiner to either a fire marshal or public banking official or a number of other similar documents. In fact public officials probably would be sustained by most courts were they to refuse the press access to many records now available to it. Pleading "public interest," the county clerk who refuses to disclose the names of applicants for marriage licenses, so as to protect them from commercial salesmen, probably is on sound legal ground.

The cub reporter should learn what both the law and general practice are in the community where he is to work, and the policy of his paper as to defiance or circumvention of public officials seeking to conceal news. Some editors encourage reporters to search for "leaks" whereby grand jury and executive session news may be obtained and have defied judges' orders with resultant citations for contempt. Several years ago the United Press forced the United States senate to modify its rule regarding secret sessions after Paul Mallon obtained a secret roll call on the confirmation of a presidential nominee for a cabinet position. The rights of the press to cover state legislatures and city council meetings never have been clearly defined, but there seems no question that legally a judge has the complete right to govern the conduct of everyone in his court, including the right of expulsion. It is the persistent clamor on the part of newspapers, usually backed by public opinion, that has forced public officials to be liberal in what they make accessible to reporters.

It is beyond the scope of this book to enter into a detailed discussion of conflicts in law and practice regarding what the press can and cannot report. No school of journalism student is qualified to begin work as a newspaper reporter until he has had a special course in the subject or at least read such a book as Fredrick S. Siebert's *The Rights and Privileges of the Press* or Frank Thayer's *Legal Control of the Press*.

HOW TO AVOID LIBEL

More important than how to obtain access to public records is how to report the news they contain, or any other kind of news for that matter, so as not to involve one's newspaper in a libel suit. This problem is of personal importance to the reporter because any newspaper employe who had any hand in the preparation of a libelous news story is as subject to suit as the newspaper itself. Actually it is seldom that action is brought

against a reporter, but the chance that such might happen provides an added incentive to carefulness.

What Is Libel? The confusion already mentioned as regards the right of the press to obtain access to public records is even greater as regards libel. Succinctly a libel is a written defamation as distinguished from a slander which is oral defamation. A more adequate definition which at the same time defines defamation is that given in the *American and English Encyclopedia of Law* as follows:

A libel is a malicious defamation expressed either by writing or printing or by signs, pictures, effigies or the like; tending to blacken the memory of one who is dead, or to impeach the honesty, integrity, virtue or reputation, or to publish the natural or alleged defects of one who is alive and thereby expose him to public hatred, contempt, ridicule or obloquy; or to cause him to be shunned or avoided, or to injure him in his office, business or occupation.

It will be seen from this definition that cartoons, photographs and other illustrations are included.

Commission of a libel is a graver offense than slander because the written statement appearing in a publication with a wide circulation has greater possibilities of injury. In conversation one may call another an opprobrious name and the effect be short-lived and restricted to a small circle of bystanders. Such statements made in print, however, have a far-reaching and more important effect.

Siebert deplors the distinction which formerly it was customary to make between words which are libelous *per se* (that is, libelous in themselves without the necessity of proving that their utterance or publication actually caused injury) and those libelous *per quod* (otherwise legitimate statements, libelous because of the circumstances under which made, so as to cause particular loss, as through declaring diphtheria to be prevalent at a summer resort). Instead of the old distinction, which he accredits to confusion resulting from the fact that only certain types of detraction once were regarded as actionable in slander, Siebert suggests a three-fold classification of all questionable words as: (1) obviously innocent; (2) questionable, for the jury to decide; (3) obviously defamatory. It is the duty of the judge, he says, to indicate into which class the particular word, phrase or story falls.

That there is no reliable criterion by which to anticipate how either judge or jury will decide Siebert indicates by many examples. So do others who have studied outcomes of libel actions. In their *Hold Your Tongue!* for instance, Morris L. Ernst and Alexander Lindey reveal the following absurd situations: it has been held libelous to call a man an

"arch hypocrite," but not libelous to call him a "political hypocrite." In Tennessee one may, with impunity, call a woman a "hermaphrodite," but may not make the charge in Ohio. California holds "son of a bitch" not libelous and New York has legalized "God damn." On the other hand, however, while it is not libelous to say of a man that "he caught the pox," it is libelous to say that he "got the pox from a yellow-haired wench." In Minnesota the statement, "You did rob the town of St. Cloud, you are a public robber," was held not libelous because the crime of robbery cannot be committed against a town; similarly, there was no redress for a church warden who was accused of stealing the bell ropes, because the warden is custodian of the ropes and cannot steal his own property. On the other hand, when it was said of a woman, "She did have pups," and when the accused sought to defend herself by alleging the inherent improbability of the accusation, an Indiana judge held that though the people are bound to know the law, they are not bound to know scientific facts and might therefore believe the charge a possible one. In New York a similar statement, "She had a litter of pups," was held not libelous for exactly the reason that it could not be true.

These few examples should be sufficient to impress the young reporter as to the care he must exercise to avoid committing libel. While many of the cases to which reference has been made involved editorial comment rather than news stories, exactly the same inconsistencies are to be found in judicial decisions regarding other kinds of libel actions. It has been held both that the dead can and cannot be libeled, that a newspaper is and is not responsible for libelous statements in press association stories and that a libelous headline alone is sufficient cause for action and that an article must be judged as a whole.

Dangerous Words. Despite this confusion, to be on the safe side, the reporter may expect that a court will consider defamatory statements that:

1. Charge that a person has committed or has attempted to commit a crime, or that he has been arrested for the commission of crime, indicted for a crime, has confessed to committing a crime or has served a penitentiary sentence.
2. Impute that a person has committed an infamous offense, even though the words do not designate the particular offense.
3. Tend to diminish the respectability of a person and to expose him to disgrace and obloquy even though they do not impute commission of a crime.

4. Tend to disgrace, degrade or injure the character of a person, or to bring him into contempt, hatred or ridicule.
5. Tend to reduce the character or reputation of a person in the estimation of his friends or acquaintances or the public from a higher to a lower grade, or that tend to deprive him of the favor and esteem of his friends or acquaintances or the public.
6. Impute that one has a perverted sense of moral virtue, duty or obligation, or that he has been guilty of immoral conduct or has committed immoral acts.
7. Impute commission of fraud, breach of trust, want of chastity, drunkenness, gambling, cheating at play, violation of duties imposed by domestic relations, swindling, etc.
8. Impute weakness of understanding or insanity.
9. Impute a loathsome pestilential disease, as leprosy, plague or venereal disorders.
10. Tend to expose a person in his office, trade, profession, business or means of getting a livelihood, to the hazards of losing his office or charge him with fraud, indirect dealings or incapacity, and thereby tend to injure him in his trade, business or profession.

Words and expressions the use of which has led to libel suits and which, therefore, must be used with great care by news writers, include:

abductor	degenerate	informer
abortioneer	deserter	insane
adulterer	drunkard	kidnaping
anarchist	embezzler	larceny
arson	embracery	leper
bestiality	eunuch	liar
bigamist	extortionist	libelous journalist
blackguard	false pretenses	libertine
blackmailer	false swearing	malicious mischief
blasphemer	forger	mistress
bribery	fornication	murderer
buggery	fraud	nigger
burglar	fugitive from justice	perjury
common drunk	gambler	pettifogger
conspirator	grafter	prostitute
counterfeiter	homicide	quack
criminal	humbug	rape
crook	hypocrite	rascal
dago	imp of the devil	robber
dead beat	incest	rogue
defaulter	indecent exposure	scandal monger

sedition
 seducer
 slyster
 skunk
 slacker
 smuggler

social leper
 sodomist
 spy
 stock rustler
 subornation
 swindler

thief
 traitor
 villain
 whore
 wop

It has been held actionable to publish of a butcher that he used false weights; of a jeweler that he was a "cozening knave" who sold a sapphire for a diamond; of a brewer that he makes and sells unwholesome beer or uses filthy water in the malting of grain for brewing; of a tradesman that he adulterates the article he sells; of a schoolmaster that he is an "ignoramus" on the subject he pretends to teach; of a clergyman that he is immoral, or "preaches lies" or is a "drunkard" or "perjurer"; of an attorney that he offered himself as a witness in order to divulge the secrets of his clients, or that he "betrayed his client," or "would take a fee from both sides," or that he "deserves to be struck off the roll"; of a physician that he is "empiric," or "mountebank" or "quack," or "vends quack medicines"; of a mechanic that he is ignorant of his trade; of a judge that he lacks capacity and has abandoned the common principles of truth; and of anyone in public office a charge of malfeasance or want of capacity to fulfill its duties.

H. W. Sackett in *The Law of Libel* cites the following published charges as having been held to be actionable: want of chastity (as applied to women, at all events) or adultery (charged upon either man or woman); the publication of the obituary of a person known to the writer to be living; a charge that a member of Congress was a "misrepresentative" and a grovelling office seeker; that a juror agreed with another juror to rest the determination of the damages in a case upon a game of checkers; characterizing a verdict of a jury as "infamous" and charging the jurors with having violated their oaths; stating in the criticism of a book that the motives of the author are dishonorable or disreputable; calling a white man a Negro.

Insinuations. It will be seen that a libel may be committed by mere insinuations. It is necessary only that the insinuation contain the elements of libel and that the readers of the paper understand it in its derogatory sense.

Likewise allegory and irony may be libelous, as imputing to a person the qualities of a "frozen snake in the fable" or heading an article in regard to a lawyer's sharp practices, "An Honest Lawyer."

Damages. Damages resulting from libel suits may be of three kinds:

(1) general, (2) special and (3) punitive or exemplary.

General damages are awarded in cases of proof of libel when injury is recognized as the natural consequence of such publication. No proof of actual injury need be submitted.

A plaintiff may receive special damages when he can prove particular loss. When special damages are asked, proof of specific injury must be established by the plaintiff. Special damages may, however, be awarded in addition to general damages.

Punitive damages are inflicted as punishment for malice on the part of the offending publication. Proof of malice must be established by the plaintiff. Punitive damages may be awarded upon proof of gross negligence or if a newspaper reiterates its libelous statement after being warned that it is untrue.

Defenses. There are five possible defenses against libel:

Truth. In civil actions the truth of a publication is a complete defense, even though natural inferences of a defamatory character might be drawn which would be untrue. If malicious intent can be proved, however, truth may not be a defense. In criminal prosecutions, unless the publication was made for the public benefit or with good motives and for justifiable ends, truth is not a defense. The law in this respect differs in different states.

A publication must not only know the truth of what it has printed, but it must be able to submit legal proof. It is not a defense to claim that the libelous matter was printed upon the authority of another person. For example, publication of libelous statements made in a public address is not privileged, and the injured party can sue both the individual making the statement and all publications which reported it.

Privilege. Publication of the contents or of extracts of public records and documents for justifiable purposes and without malice, even though they contain libelous matter, is privileged by law. Publication of the contents of complaints or petitions before a public hearing has been held on them is not privileged; neither are publication of the proceedings of a private hearing, the contents of a warrant before it is served, confessions to police, news of arrests unless by warrant and many other exceptions.

The law on this subject reads as follows:

An action, civil or criminal, cannot be maintained against a reporter, editor, publisher or proprietor of a newspaper, for the publication therein of a fair and true

report of any judicial, legislative or other public official proceedings, without proving actual malice in making the report.

Another provision qualifies this as follows:

The last section does not apply to a libel, contained in the heading of the report; or in any other matter, added by any person concerned in the publication; or in the report of anything said or done, at the time and place of the public and official proceedings, which was not a part thereof.

Fair Comment. Authors, playwrights, actors, office holders and other public characters who invite the attention of the public to their work are liable to fair comment and criticism. This privilege, however, extends only to an individual's work and not to his private life, and there must be no malice.

In the case of office holders, comment or criticism must be confined to official acts or actual qualifications, and there must be an honest purpose to enlighten the community upon the matter under discussion.

The language of such criticism cannot be so severe as to imply malice, and the statement or comment must, in fact, be comment and not an allegation of fact. It, furthermore, must be on a matter of public interest, such as comment on public affairs, the church, the administration of justice, pictures, moving pictures, architecture, public institutions of all kinds, other publications, etc.

Absence of Malice. Malice is an important element of all libel suits. Its presence leads to larger damages than its absence. Malice is either *in fact*, which means that it springs from ill will, intent, hatred, etc., or *in law*, which is disregard for the rights of the person without legal justification.

Absence of intent to libel is no defense, but proof of unintentional libel helps to mitigate damages. According to Sackett in proving absence of malice the defendant in a libel suit may show:

1. That the general conduct of the plaintiff gave the defendant "probable cause" for believing the charges to be true.
2. That rumors to the same effect as the libelous publication had long been prevalent and generally believed in the community and never contradicted by the accused or his friends.
3. That the libelous article was copied from another newspaper and believed to be true.
4. That the complainant's general character is bad.
5. That the publication was made in heat and passion, provoked by the acts of the plaintiff.

6. That the charge published had been made orally in the presence of the plaintiff before publication, and he had not denied it.
7. That the publication was made of a political antagonist in the heat of a political campaign.
8. That as soon as the defendant discovered that he was in error he published a retraction, correction or apology.
9. That the defamatory publication had reference not to the plaintiff, but to another person of a similar name, concerning whom the charges were true, and that readers understood this other person to be meant.

Retraction. Often a newspaper can avoid a suit by prompt publication of a retraction. If a suit does result, such retraction serves to mitigate damages, especially if it is given a position in the paper equally prominent to that given the previously published libelous statement.

Playing Safe. Since truth is the best defense against a charge of libel, the primary responsibility of the reporter is clear; it is to be one hundred per cent accurate—which means carefulness and diligence of the type described earlier in this chapter. It is true that newspapers take many chances daily, especially in police news, but not in cases where the element of doubt is great. Among the precautions which the reporter should heed are the following:

1. Be sure that you have names and addresses correct.
2. Stop and think, "Will this defame anyone's character or hurt his business?"
3. Never call a man a crook, bootlegger, thief, forger or any other kind of criminal unless he is so proved in court. Don't anticipate what the court will do. Remember that an accused person is not a prisoner until after he is sentenced, and that he is innocent until proved guilty.
4. Only formal charges by proper authorities warrant their unqualified use by a newspaper.
5. The news of an arrest and the charge may be printed, but the reporter should obtain his information from the official police blotter and not from any other source. Testimony of witnesses also must be printed cautiously until made under oath.
6. "Police say," "it is alleged," "it is reported," and similar expressions are absolutely no protection, although insertion of such "softeners" may result in mitigation of damages.
7. Don't say someone is wanted "for the murder." Rather that he is wanted for questioning in connection with the murder, or to answer a charge of murder.

8. Be careful to avoid imputing blame. It is better to say two automobiles collided than that one struck the other, unless, of course, one was stationary.
9. Verify all rumors, hearsay and comment.
10. Questionable statements always should be attached to an authority.
11. Remember that eye witness testimony has been proved time and time again to err. Always interview as many eye witnesses as you can.
12. If you doubt that a person has given his right name or address, write "—who gave his name as John Smith—" or "John Smith who gave his address as—" etc.
13. Be careful to say exactly what you mean. Avoid, for instance, saying that a man died "from" an operation when you mean "after" an operation.
14. Be careful of photographs gathered for the city desk. Many suits have resulted from improperly identified pictures.
15. Republication of a libelous statement from another medium is libelous. A newspaper is responsible for everything that it prints regardless of the source of its information or the authority upon which it prints it.
16. Never write anything when in a heat of passion or with the intention of injuring anyone, even though the statements that you make are true.
17. Forget your enthusiasm and personal opinions when writing a news story.
18. Avoid insinuations, innuendoes and irony.
19. Remember that a retraction is no defense.
20. Copyread what you have written before turning it in.
21. When in doubt leave it out.

CHAPTER XII

REFRESHING READERS' MEMORIES

TO A JOURNALISM SCHOOL

A man whose hair was thin and white
And yet whose eyes flashed fire
Remarked, "Excuse me while I smite
A reminiscent lyre.
The poetry which we now see
In superabundant yield
Don't measure up, it seems to me,
To two lines of 'Gene Field.
The heavy economic guff
Which now they bravely quote
Seems but a bluff compared to stuff
That Horace Greeley wrote.
The satire that they now employ
Seems faint and insincere.
You should have had a taste, my boy,
Of Charles A. Dana's sneer.
'Tis true we're getting all the news,
Yet these men stand alone.
Though other men may fill their shoes,
Their pens are still their own.
So, hit your old typewriter, son,
And pifflicate and spout.
Let the devouring presses run
Till the wood pulp gives out.
I don't believe you'll hit the pace—
Although I hope you may—
The eloquence and simple grace
Of that departed day
When men sought honor and applause
And scorned their pay to scan—
When men wrote what they felt, because
They loved their fellow man."
—Philander Johnson in the *Washington Star*

I. Identification

1. Persons
 - a. Ordinary Methods
 - b. Making It Attractive
 - c. Picking the Identification
 - d. Double Identification
 - e. Synonyms
 - f. Identification the Feature
 - g. Indefinite "Who"
 - h. Delayed Identification
2. Organizations
 - a. By Type
 - b. By Purpose
 - c. By Achievement
 - d. By Reputation
3. Places
4. Events
 - a. Occasions
 - b. Comprehensive Leads and Stories
 - c. Situation Stories
 - d. Predictions
 - e. The Tie-Back
 - f. Coincidences

II. The Follow-Up

1. The Second-Day Story
2. Featurizing the Follow-Up
3. Second-Day Comment
4. Localization
5. Reminiscences
6. The Running Story
7. The Revived Story
8. Investigations
9. The Resurrected Story

THERE IS NOTHING SO SHORT as a newspaper reader's memory. No matter how carefully he reads a news story—and most newspaper readers read newspaper stories hurriedly if at all—when the next day's issue appears with news of later developments about any event, he finds that many if not most details of the first account have been forgotten.

As with events so also with persons in the news, no matter how prominent they may be. Results of current-events quizzes in which college students and other supposedly well informed persons make bad "boners," are amusing, but instructions for such tests usually indicate that a very low score is "average." Names like faces may be familiar but try to identify them!

IDENTIFICATION

The obligation of the newspaper adequately to identify persons, groups, places and events in straight news stories is recognized in any efficient news room. The rule is never to presume that the reader has seen yesterday's story.

Persons. It is seldom that the name of a person is mentioned in a news story without some identification. Even the occupant of the White House is given his title, and other persons mentioned frequently in the news are identified by their news past or importance. Ordinary persons may be identified in several ways. The most common methods of identification include:

1. Address
2. Occupation
3. Age
4. Title
5. Nicknames
6. Race; Nationality
7. War Record
8. News Past
9. Achievement
10. Reputation
11. Relationship
12. Description
13. Occasion

ADDRESS. "Where do you live?" is one of the first questions asked anyone who is supplying information about himself. A man's address in a news story locates him, and the reader does not have to ask himself, "I wonder if that is the Newton Blue who lives in the next block?" Readers are interested in news pertaining to persons residing in their own or in a familiar neighborhood, even though not personally acquainted with them.

Great care must be taken to get correct addresses. Libel suits have been started by persons with names similar to those of others mentioned in news stories. Rare cases have been reported of two persons by the same name living at the same address. It is important to ascertain whether it is "street," "avenue," "place," "boulevard," "terrace," etc. as there may be both a Ridge avenue and a Ridge terrace. Whether it is East, North, West or South also must be mentioned.

Peter R. Farrel, 159 E. Trembley place, was taken to Municipal hospital today after he accidentally cut his right foot while chopping wood.

OCCUPATION. "What do you do?" also is high up in the list of questions asked when data are being sought about a person. The reader wonders if Harry Snow, 1516 Chestnut street, is the carpenter by that name who worked on his new garage.

Thomas McQuire, assistant to the vice president of the Milltown Express railway, told Edward Chamberlain, deputy fire smoke inspector, that he would report to Chamberlain, probably in a month, on the possibility of establishing a smoke collection system at the Milltown station, Adams and Water streets.

The occupation of a person mentioned in the news may be the feature, as:

A butcher today used his knowledge of animal anatomy to save the life of his hunting dog, Romeo, accidentally caught in a bear trap.

AGE. It is customary to give the age of a person who is involved in a law suit or the victim of an accident. Otherwise, unless age has importance in the story, it may be omitted. Many persons do not like to have their ages known, but readers are eager to find out how old popular heroes and heroines are:

William Murphy, 16-year-old Greenwich high school junior, today identified John Pratt, 21-year-old bootblack, as the armed bandit who robbed him of his clothing and \$15 in cash Sunday night on W. Totze avenue.

Age frequently is the feature, as:

By Norine Foley

An 18-year-old girl will marry a 73-year-old man on Saturday because "our common religious beliefs are of far more importance than the disparity in our ages."

—Chicago *Daily News*

TITLE. When a person has a title by which he is known, the news writer should use it. A short title is better placed before a name; a long title should be placed after a name, as:

City Clerk George Johannsen will deliver the commencement address at 10 A.M. tomorrow at Craven junior high school.

James R. Wesley, commissioner of public works, will represent the city tonight at . . .

NICKNAMES. Nicknames seldom are used without first names; rather, they are inserted between the first name or initials and the surname. In sports stories and in feature articles, nicknames may be used alone. Often persons prominent in the news are better known by their nicknames than by their real names, as "Ike" Eisenhower, "Bing" Crosby, "Sugar Chile" Robinson, "Babe" Ruth, etc. It is a common practice with some newspapers to invent nicknames for persons mentioned in the news, frequently in crime stories. In doing so care must be exercised so that the connotation given the nickname is not prejudicial to the proper administration of justice or otherwise socially harmful.

Mexico City, July 26.—(AP)—Robert "Tarzan" Estalella, leading homerun hitter in the Mexican Baseball league, was made a free agent today by the Vera Cruz Blues, managed by ex-Brooklyn Dodger Mickey Owen.

Dallas, Tex., July 4.—(UP)—Mike O'Daniel, son of Sen. Lee (Pappy) O'Daniel, who tried to filibuster the OPA to death, has become a landlord and promptly sent a war veteran an eviction notice.

RACE; NATIONALITY. Deciding when to pass copy containing "Negro," "Jew," "Polish-born," "of German descent," and similar identifications has caused many an editor many a headache. Members of racial or nationality minority groups understandably object to persistent use of such identifications in crime stories, especially in headlines: "Negro Rapist Sought," "Italian Gangster Shot," etc. There is a slow but steady drift away from such practices, but the rule remains that race or nationality shall be used when pertinent. Determining just when that is often is not easy. When someone is in the limelight—as politician, athlete or entertainer, for instance—his fans are eager to learn every picayunish fact regarding him, including his ancestry; certainly no injustice is intended when such details are given. For some people, as musicians and artists, a foreign background may be considered as an asset.

Jackie Robinson, first Negro ever to play Class AA baseball, was the International league batting champion last season, official results announced today reveal.

WAR RECORD. Under pressure from veterans' organizations, many newspapers have ceased identifying veterans as such in crime stories. Often, however, veteran status is a legitimate, even necessary, identification. It may, in fact, be the feature.

Charles Whittle, 21, marine veteran who was blinded in the battle for Guam, was being sought today by Milltown police. He has been missing from his home, 1900 Grand avenue, since Tuesday.

Minneapolis—(UP)—Two former airplane mechanics in World War I believe they can revolutionize automobile travel.

J. J. Riley and his brother, A. L. Riley, have developed an air-processing mechanism which they are convinced will eliminate the gasoline tank, the fuel line and the carburetor.

Stamford, Conn.—Thomas Thomas, a former paratrooper, just couldn't get his training out of his head. He was sleeping in the apartment of a friend when he awoke and jumped out of a third floor window. He landed on a roof a few feet below the window sill. He was not hurt, and he explained that he had dreamed he was back in the army and had been given an order to jump.

NEWS PAST. As indicated by the preceding examples, after having once appeared in the news in connection with an important event, a person

continues to be potentially more newsworthy than others. Should he become "copy" again his former exploits are a means of identification.

Miss Jane Boynton, 22, winner of a "most beautiful baby" contest 20 years ago, today filed suit against Dr. N. O. Holten for \$15,000, charging that his plastic surgery "disfigured her for life."

BILL MAULDIN'S CARTOON



"There's a small item on page 17 about a triple-axe murder. No veterans involved."

—Reproduced through the courtesy of Bill Mauldin and United Features Syndicate, Inc.

Leon L. Desmond, star witness in the Fox-Delaney murder case four years ago, today was appointed chief deputy inspector of Raymond county by Sheriff L. L. Tyler.

ACHIEVEMENT. More than 20 years later Charles A. Lindbergh still was being identified as "the first person to make a non-stop solo flight from New York to Paris." The achievement of one's early life may be his identification in later life or after death, as:

Dr. Hal Foster, first Kansas City physician and surgeon to specialize in the treatment of eye, ear, nose and throat, died at 6 o'clock this morning at his home at the Brookside hotel, Fifty-fourth street and Brookside boulevard. He was 88 years old.

—Kansas City *Star*

Mrs. Matilda Braun, 802 Oak street, who, before her marriage won a beauty contest and the title of Miss Wisconsin, was granted a divorce Thursday by Judge Hudson Boyne from Frederic L. Braun, 410 N. Jensen street.

REPUTATION. When identifying a person by means of his reputation, it is necessary to be careful that the reputation is deserved. It is possible for a newspaper to make or break a person by referring to him constantly as the foremost authority on a certain subject, or as a mere pretender or charlatan.

James (Jimmy) Adams, reputedly the wealthiest and most successful jockey in the history of the American turf, yesterday was named defendant in a suit for divorce or separate maintenance filed in Superior court by Mrs. Ruth Adams.

The highly-rated Hempstead Recreation team has had its inning in the American Bowling Congress, an inning far below expectation, the team rolling a three-game string of 2,802, some 300 pins out of tenth place.

RELATIONSHIP. A person's news importance may depend upon the prominence of a relative or friend. How far the families of persons important in public life or in the news of the day should be written up and photographed is another problem for debate by a class in newspaper ethics. Relationship may be used as identification even when the members of the family referred to are not of particular importance. Minors often are identified by parentage.

Legitimate use of relationship in identification is illustrated in the following examples:

Inger Bryn, daughter of the late Helmar Halvorsen Bryn, who for years was Norway's minister to the United States, jumped to her death today from the window of her fifth floor room in Lutheran hospital, 343 Convent avenue.

Robert Campbell MacCombie Auld, 80, a descendant of Robert Burns and an authority on the Scottish poet's life and Scottish history, died yesterday after a five weeks' illness.

DESCRIPTION. Sometimes the writer brightens up his identification by a bit of personal description, without which it often would be impossible to obtain a true impression of the story's importance. In the following example, note the use of descriptive identification throughout:

Their shoes didn't squeak. They didn't talk out of the sides of their mouths. They showed no inclination to clip anyone on the jaw.

Yet the dozen plain-looking fellows who gathered at the Hotel Sherman last night were honest-to-goodness private detectives. They were holding their first postwar meeting of International Investigators, Inc.

Head man is Ray Schindler, world-famed New York detective. Other members include Leonarde Keeler, inventor of the lie detector; Dr. Le Moyne Snyder of Lansing, medical-legal director of the Michigan State Police, and Clark Sellers, Los Angeles handwriting expert and document ace who worked on the Lindbergh kidnapping case.

Most of the men, unlike such movie detectives as Alan Ladd, Humphrey Bogart and Dick Powell, are in the 50s and 60s and are quite calm about their work.

But one, at least, was not without a kind word for their movie counterparts. Said Harry Lewis of Sioux City, Iowa: "Those boys talk pretty tough and seem to run into an awful lot of trouble. But they get their job done and that's what counts."

—Chicago Sun

OCCASION. A person's part in a news story must be explained no matter how else he is identified.

For attacking an expectant mother with a razor blade and a burning cigarette, Theodore Walther, 29, today was sentenced to total terms of 20 to 28 years in prison.

Making It Attractive. It is not necessary that the identification always be formal and dull. In stories with considerable feature interest, all formal rules may be stretched or violated, as:

Capable of "making faces" so expertly that spectators sometimes are embarrassed, a group of seven pig-tailed monkeys from Borneo went on exhibition yesterday at the Brookfield zoo.

Vienna, April 22.—(UP)—A beautiful 27-year-old widow named Aimana, of Mitrovitzia, Yugoslavia, has lost all five of the suitors who made her the envy of the town's unmarried women, a dispatch to the newspaper Tagblatt said today.

In identifying persons prominent in the news it is possible to brighten up the identification to avoid dullness, provided good taste does not forbid.

By Milburn P. Akers

Madison, Wis., July 21.—An old man in a pair of carpet slippers is showing his political heels to all other entries as Wisconsin's race for the Republican nomination for governor goes into the back stretch.

Whether 83-year-old Walter S. Goodland, now completing his second two-year

term as governor of this state, can maintain the pace to the Aug. 13 finish line may be problematical. But, at the moment, he's far out in front. . . . —Chicago Sun

New York, April 21.—(AP)—Father Major J. Divine, the little Negro "Messiah," who descended on Harlem in a cloud of smoke—so say his followers—tonight appeared to have vanished in even less than that.

Behind him he left:

A group of somewhat belligerent "angels" who chanted "Peace, it's wonderful!" to no one in particular and "scram" to everyone who ventured to inquire about reports of discord in the West One Hundred and Fifteenth street heaven.

Also a group of mere mortals wearing police badges who wanted to question the missing "Messiah" about a stabbing affray in his main kingdom yesterday morning.

His terrestrial attorney, Arthur A. Madison, expressed the opinion that the father was off communing with the spirits somewhere in one of his branch heavens.

Picking the Identification. The proper method by which to identify a person must be decided in each case. The appropriate identification should be sought in the case of a person with a number of achievements or a considerable news past, as:

Harold Bank, president of the senior class, today announced committees for class day.

Harold "Bud" Bank, football captain, will not be a candidate for the basketball team this winter.

Double Identification. Sometimes, especially in obituary stories, more than one identification may be crowded into the lead, as:

San Francisco, Oct. 12.—(UP)—Gen. Joseph W. Stilwell, the acid-tongued and famous "Vinegar Joe" of the China-Burma-India Theater and a fighter in World Wars I and II, died at 12:48 p.m. (Chicago time) today of an incurable ailment of the liver.

Lansing, Mich., April 22.—Clyde V. Fenner, recent candidate for the Detroit City council, organizer of the Home Defense league and the Forgotten Man's club, radio commentator, member of the Wayne County Jury commission and Lansing lobbyist extraordinary, Wednesday admitted that he is a paid representative of the Michigan manager of the American Decalcomania company of Chicago. —Detroit News

Synonyms. It is impossible, however, to use more than two or three identifications without making the lead awkward. One way out of this difficulty is to use the points of identification as synonyms for the person's name after the name itself has been used once. In this way nick-names, reputation, news past, various titles, etc. can be brought in and repetition of the name or of personal pronouns avoided, as:

Paris, Sunday, Nov. 24.—Georges Clemenceau is dead.

The veteran statesman passed away early this morning after lingering for hours in a comatose state, with intervals of seeming consciousness.

The valiant fight of the "Father of Victory" had stirred both friends and old foes to sympathy.

Earlier in the night reports had spread in Paris that the wartime premier had died, and these were flashed by news bureaus to all sections of the world, only to be contradicted a moment later.

Identification the Feature. When the achievement, reputation, occasion or news past by which a person may be identified, seems more important or better known than the person's name, the identification should precede the name, as:

The recently elected state senator from the sixth legislative district which includes the city of Milltown, the Hon. John J. Wallin of Peru, will address members of the Chamber of Commerce at their weekly luncheon meeting Monday at the South Shore hotel. Senator Wallin will speak on "What's Going on at Springfield?"

Salt Lake City, April 22.—(AP)—The nation's "flyingest female" (she averages 10,000 air miles a month) said today there's a new field for women in aviation—in the executive department.

Brown-eyed, dark-haired Helen Stansbury, director of the United Air Lines women's traffic division, said airlines are going to have to employ more women in order to serve properly the increasing numbers of female passengers. She explained:

Indefinite "Who." When the name is of little or no importance, the identification may be all-important, names being delayed until the second paragraph, as:

Uniontown, Pa., April 22.—(UP)—A desperate murder suspect was shot to death and a young Pennsylvania State trooper was wounded critically today in a three-hour gun battle at the little mining town of Filbert, seven miles southeast of here.

Barricaded in a mine house, Hamilton Lestwich, Negro, fugitive from the Fayette county jail, shot State Trooper Joseph Hoffer, 32, then fought two hours before he was killed by machine gun bullets.

Delayed Identification. Similarly, overcrowding a lead already packed with important facts, can be avoided by postponing identification until the second paragraph, as:

By Edwin A. Lahey

Pittsburgh.—Christ would be horrified at the hesitancy of professed followers in applying His doctrine to their economic life, Victor G. Reuther today told delegates to the Federal Council of Churches' conference on the church and economic life.

Reuther, who is educational director of the C.I.O. Auto Workers and a member of

the "Barrymore family" of the labor movement, is attending the conference as a representative of the Methodist Church.

—Chicago *Daily News*

Organizations. Organizations as well as persons must be identified adequately:

BY TYPE:

Directors of the Monument Builders of America, Inc., a national association of the retail monument dealers, today condemned as "a national disgrace" the unkempt condition of the Statue of Liberty.

—Chicago *Daily News*

BY PURPOSE:

Milltown's Transit Authority, set up to bring order out of the city's long existent transportation muddle, has ended a year of operation with a record of substantial accomplishments although difficulties still lie ahead.

The eight-man board held its first meeting July 29, 1946, in offices at 35 Elm street, beginning operations with the backing of a \$200,000 fund made up of two equal contributions from the city and state, joint sponsors of the enterprise.

As a municipal authority, it has the power, fixed by state law, to acquire and operate transportation lines in and around Milltown.

BY ACHIEVEMENT:

The A.F. of L. stagehands' union, longtime champion of white supremacy in the theatrical profession, was charged Monday with barring 22 Negro auxiliary members from the opening session of its 38th convention in the Stevens hotel.

—Chicago *Defender*

BY REPUTATION:

The Milltown Associates, which for 23 years was the leader in promoting city beautification, will disband Jan. 1.

The identification can be delayed until the second paragraph. Often, office-written inserts may be added to wire stories to provide it.

By Lyle C. Wilson

Vienna, Austria.—(UP)—The Jewish underground railway through Austria is helping to build up the explosive force of the refugee problem in European areas occupied now by American troops.

The underground aids Jews from eastern Europe to reach Austria and to move westward to the American zone of Germany. It functions smoothly and with the informal assistance of the United States army.

Places. Places must be identified when they are not widely-known or when significant or the feature of the story, as:

Nara, Japan, July 3.—(AP)—For 1,300 years the sacred Mount Omine near here, about 50 miles from Kyoto, has been untouched by women's feet. But democracy has

come to Japan and on Sunday, despite objections of priests in Buddhist temples there, a mountain climbing society, including 100 women, will scale the peak.

Built at a cost of \$250,000, the new Colt & Son chapel and mortuary at 1011 Vermont street, was opened formally for inspection yesterday. The structure, credited as an innovation for establishments of its kind, will remain open to visitors all day today.

A place's news past or its proximity to another place previously in the news may be the best identification; often it is the feature.

An \$11,000 jewelry-and-furs holdup of a couple at their Skokie home was revealed today by the suburb's police.

The victims of two bandits were Mr. and Mrs. Paul Thomas of 9502 Lawndale avenue. Thomas heads a chain of hair treatment parlors in Chicago.

The stick-up took place early Sunday morning, but it was not divulged until today. Although the scene was within hailing distance of the Galvin robbery murder in 1942, Capt. W. C. Griffin of Skokie police said, "I don't see any connection."

—Chicago *Daily News*

Buckworth tavern, 1514 W. Ellis avenue, which was destroyed by fire in which 11 persons lost their lives last April, has been rebuilt.

Within a few feet of the spot where once grew the elm under which George Washington accepted command of the Continental army, 25 Boston university students yesterday organized the Army of American Liberation. Its purpose is to "wage incessant warfare against forces which are destroying American democracy."

Places, as individuals, have reputations which may be used to identify them, as:

Sauk City, Minn., the "Gopher Prairie" of native son Sinclair Lewis' "Main Street." . . .

Reno, Nev., divorce capital of the United States. . . .

Tarrytown, near which Rip Van Winkle allegedly took his long nap. . . .

Chicago, which Carl Sandburg called the "hog butcher of the world" . . .

In the following example, note how descriptive identification of a place is made the feature:

Paris, July 26.—The gilded former bedroom of Marie de Medici in Luxembourg palace is the bar for delegates and journalists at the peace conference. The Medici boudoir with its frescoed ceiling has been turned into a tobacco shop and the former suite of the president of the senate has been converted into a \$1 restaurant.

—Chicago *Daily Tribune*

Events. Events may be identified and explained:

1. By their significance (the occasion).
2. By their importance in relation to other events (comprehensive leads and stories).
3. By relating them to the "atmosphere" in the light of which they must be understood (the situation).
4. By their probable consequence (prediction).
5. By definite reference to preceding events to which they are related (tie-backs).
6. By the coincidence between them and other events.

Occasions. Circumstances of a news event—purpose, importance, significance, etc.—must be made clear, as:

The annual appeal for the Catholic Charities, which opened last Monday, will be extended into next week, Msgr. Robert F. Keegan, secretary of charities in the archdiocese of New York, announced today.

Often the feature of the story may be found in the purpose or importance of the occasion which is the subject of the story, as:

Fort Washakie, Wyo.—(UP)—An age-old tradition was broken here when an Indian woman with white blood in her veins became a "chief" of the Arapahoe tribe.

The comparison between the immediate event and preceding similar events may be pointed out, either in the lead paragraph or shortly thereafter, as:

A daily double of \$3,000, largest in the history of Lakeside sports park, was paid 28 two-dollar ticket holders today when Crown Farm's Pearson won the first race and Mrs. Edward Benson's Blossom copped the second.

Bogota, Colombia, Feb. 15.—(UP)—A four motored passenger plane of the Colombian Avianca Airlines smashed into a cloud-shrouded, 9,000 ft. peak today, and the mayor of a mountain village said that all of the 50 persons aboard had been killed.

It was the worst commercial airline disaster in history.

The Comprehensive Lead. The comprehensive lead is correlative and explanatory. Used in straight news writing it is not opinionated, however, because it deals with the incontrovertible.

One kind of comprehensive lead attempts to interpret the immediate news in the light of previous events, as:

Two more families were evicted from their homes yesterday for failure to repay loans made by the federal Home Owners Loan corporation.

Further evidence that the voters of this city really elected a "reform" administration last month was provided by today's order by Mayor L. O. Oliver closing all amusement places in violation of municipal health ordinances.

A comprehensive lead emphasizes situations. When several stories related to the same general news event are received, they may be combined into one story and a general round-up or comprehensive lead be written. This type of lead is suitable particularly for election stories, stories of wrecks and other disasters, accidents, weather stories, etc. Facts on which a comprehensive lead and story of this sort are written usually are gathered by more than one reporter or correspondent. The lead summarizes and tabulates the facts sent in by different writers, as:

A blessing to thirsty crops, rain fell early Friday throughout Wisconsin, except in the extreme northwest portion and in Pierce and Dunn counties in the west portion.

Howard J. Thompson, the weatherman in Milwaukee, called it a "good, worthwhile rain." In addition to crops, Thompson said, orchards also had been in great need of water.

In Milwaukee, the rain of .74 inches for a 24 hour period was the heaviest since May 4.

The heaviest rainfall reported in the state was 1.83 inches at Lancaster. Other reports: Wausau, 1.35 inches; Green Bay, .07; LaCrosse, .02; Madison, .71; Watertown, .68; Janesville, .87; Dalton, .25; Darlington, 1.47; Lake Geneva, .77; Prairie du Chien, 1.36; Blair, 1.42; Plymouth, .86.

The rain came not a moment too soon, the state department of agriculture said Friday at Madison. The rain will do corn, hardest hit by the drought, a "world of good," a spokesman said. Some pastures in bad shape were saved by the rain. The rain may not have come in time to stimulate the second growth of hay sufficiently for some farmers. The department of agriculture said it would like to see more rain.

Thunder and lightning accompanied the rain in Milwaukee, Watertown, Darlington, Lake Geneva, Plymouth and a few other areas.

In Milwaukee the wind velocity was 32 miles an hour from the west with gusts reaching 40 miles an hour at about 2:51 a.m. The storm here lasted from 1:30 a.m. to 5 a.m. and the rain fell throughout that period.

Drought areas in eastern Iowa, northern Illinois, northern Indiana and eastern Michigan also benefited from rain. Chicago had 1.58 inches of rain in a 24 hour period. In Michigan's northern peninsula Escanaba had .46 of an inch of rain and Marquette had a trace.

Hot weather prevailed in the midwest and in the state Friday and also on Thursday, when most of the high temperatures were in the 80s. The high in the state was 93 at Menomonie. Prairie du Chien had 91 and Dalton 90.

The Milwaukee high was 82 at 4 p.m. Thursday and the 102 66 at 4 a.m. Friday. The humidity, however, was making the citizens very uncomfortable.

—Milwaukee Journal

Situation Stories. The situation lead and story differ from the comprehensive in that no specific news peg is necessary. A situation story resembles a feature article except that it is more serious and has greater spot news value.

A situation story explains the "atmosphere" in which an immediate incident or series of incidents must be understood. It is interpretative in purpose. It may be known as a "round-up" story.

By William J. Block

The big business of booking horses, which from time to time gets a temporary black eye when shotguns begin popping in Chicago, went on a new footing last week.

The orthodox handbook, complete with wall sheets, a blaring loudspeaker, cashier windows and plenty of blue cigar smoke, is gone in most neighborhoods, at least for the time being.

Business Is Scattered

You can still play a horse, however, but not in a "room," as the bookies call their establishments. The big business of booking has been scattered to the newsstands on the corner, to cigar stores and—a new touch in Chicago—to taverns.

The *Sun* learned yesterday that Capt. Ray Crane, chief of the uniformed police, held a special meeting with the commanders of the city's 30 police precincts on Thursday and Friday, and laid down this dictum:

"The bookie room in Chicago is a thing of the past. The old idea of a handbook must go. Close them all up, keep them closed and that's an order."

Ragen Shooting Stirs Trouble

The books were closed—almost voluntarily—after the attempted shotgun liquidation of James M. Ragen, Sr., the racing news magnate, at Pershing rd. and State st. on June 24.

Since then, Capt. Crane told the police captains, a few have opened upon the theory that "the heat was off." The heat, it is said, is not off. The books which opened are to close and stay closed.

The result of that decree has been a scattering of handbooks to the corner newsstand. And, say police, there has been a marked rush in the buying of taverns. Ordinarily saloons don't have much of a resale value, unless they are making money in the liquor business, and then the owners usually don't want to sell.

Tavern Sales Boom

But now the real-estate business in taverns is beginning to boom, say the police. Big-time handbook operators who can't run their "rooms" are taking to buying taverns so their horse-playing customers can make bets over the bar on old Drag Feet in the 7th.

Capt. Crane told the captains that he wants that sort of enterprise closely watched and the taverns closed if the owners take bets from their patrons. —Chicago *Sun*

By Don Underwood

A sudden increase in the number of street cars, buses and trackless trolleys operating today gave a measure of relief to Indianapolis Railways, Inc., patrons in their daily fight for transportation to and from work.

The improved service began late Tuesday shortly after The News revealed that 101 vehicles of all types were idle in railway barns during the height of the morning rush hours. The figure of 101 vehicles was confirmed by Harry Reid, president of Indianapolis Railways, a statement issued Tuesday night.

Vehicles still were packed to the doors in rush hours today, but clusters of commuters waiting on the city's street corners were cut noticeably. All along the lines, also were checkers of the railway company to see that exact schedules were maintained.

Mr. Reid, in his statement on the 101 vehicles parked in the barns during the morning rush hours, asserted that only half were usable and that they had been taken off "after the rush hour." The survey of those vehicles was made by The News at 8:25 a.m. in the West Washington street barn and at 8:35 at the Highland barn. According to Evan Walker, executive assistant to Mr. Reid, the company's morning rush hour starts at "about 7 a.m. and hits its peak around 8:15 a.m."

Meanwhile a legal basis for an investigation by the Indianapolis city council into adequate service, slow schedules and crowded conditions on the vehicles was found in Indiana public service commission acts.

Following on the heels of demands by aroused patrons of the railway's vehicles that "something be done" about the service, a city legal department official cited provisions in the 1941 acts which permit the municipal council to investigate services offered by a public utility.

The acts also permit the council to require "such additions to its physical plant" as may be necessary "in the interest of the public." Noncompliance with the council's requirements also may result in a penalty to the public utility in question, the act sets forth.

—Indianapolis News

Predictions. The significance of an event may be explained by pointing out the probable consequences or likely "next steps."

In the first step of deportation proceedings, William Fullerton, former Detroit labor leader, today was arrested on a federal immigration warrant.

By Edwin Newman

Washington, July 24.—(UP)—The United States today was a step nearer a showdown with Russia on two sore and important points—Russia's stripping of Manchurian industries and her failure to treat Germany as an economic unit.

A violent Soviet reaction was expected to follow Reparations Ambassador Edwin W. Pauley's statement yesterday that the U. S. may cut down reparations shipments to Russia from the American zone in Germany. The move, he said, would compensate for Russia's removal of machinery from Manchuria.

Retail meat prices in the Milltown area yesterday continued to show a slight decrease, except in some of the choicer cuts, and a further drop before the end of the week was predicted by spokesmen for the meat industry.

The Tie-Back. The tie-back is the part of the lead of a story which shows the relation between the immediate news and some previous news event. In the following examples the tie-backs are in italics:

Miss Colista Connor, 20, reputed heiress to a \$500,000 fortune, *who disappeared mysteriously a week ago and returned Wednesday night to explain she was "on vacation,"* was gone again yesterday.

Five hundred and fifty-two *additional* influenza cases were quarantined in Will county today, *a slight increase over yesterday's figures*, while six deaths were recorded from flu and 14 *more* from pneumonia.

Through the same kind of legal maneuvering which won him temporary freedom in 1944, "Dr." Donald Willis, head of a bond theft ring, sought release from State penitentiary yesterday by filing a petition for a habeas corpus in the Circuit court of Jeff county.

Coincidences. The tie-back to a previous story may be made by emphasizing coincidence. In many cases the immediate incident may be newsworthy primarily or solely because of the coincidence, and the prior event may have received no publicity.

A second tragedy within two months today deepened the sorrow of Mrs. Mary McKinley, 26.

On June 1, her husband, Thomas, 35, a tuckpointer, was killed in a 12-foot fall. Yesterday her son, Robert, 4, was crushed to death by a truck.

Abe Friedman, 52, owner of the State-Lake Liquor mart, 2 W. Lake st., has been robbed twice and shot once during the last couple years by bandits. Last fall he installed a burglar alarm and caught the next robber who came in.

Last night he thought he could repeat. A bandit entered at 7 o'clock, flourishing a pistol. While the robber was emptying the till, Friedman cautiously pressed a holdup alarm button.

But the bandit escaped only seconds before a guard responded to the alarm.

"He got away with \$815," Friedman said, adding, "This is a jinx corner."

—Chicago Sun

THE FOLLOW-UP

Most of the news in any edition of a newspaper is related in some way to other news. It usually takes more than a single article to tell any story. After the first account has appeared, there may be new developments.

Ability to sense phases of a news story which must be investigated further (followed-up) is a valuable asset to a reporter or editor. Newspapers are read carefully for stories which in their original form are incomplete or which should be watched for further developments.

The Second-Day Story. The second-day story of any event may include: (1) new information not available when the first story was written; (2) causes and motives not included in the first story; (3) more recent developments, results and consequences since the first story; (4) opinions regarding the event.

Latest developments always are emphasized in follow-up stories, and the use of a tie-back is a rigid rule. Never should the writer of a news story presume that a reader has seen the previous story or stories. Just as each installment of a serial story is prefaced by a brief summary of what has gone before, so each new story related to a single event has a short reference to previous news stories.

The tie-back usually is inserted in the lead in the form of a phrase or dependent clause, but any grammatical device may be used; sometimes the tie-back is delayed until the second paragraph.

NEW INFORMATION

A 44-year-old Ardmore woman who was found unconscious on Coulter street near Sibley avenue, a block from her home, is in serious condition at Bryn Mawr hospital today while police searched for an unidentified man believed to have attacked her without motive.

—Philadelphia *Daily News*

CAUSE: MOTIVE

Four firemen who perished in a flaming back-draft that surged through the Backstage night club early Tuesday morning died while fighting a fire which was deliberately, criminally set.

That flat charge came yesterday from Fire Marshal Frank Kelly, chief of the San Francisco fire prevention and investigation bureau.

"The fire was not accidental," Chief Kelly declared following more than 24 hours of investigation. . . .

—San Francisco *Chronicle*

NEW DEVELOPMENT

State officials took over the Englewood Industrial Bank yesterday as forgery charges were filed against its president, 42-year-old Homer H. Owen, widely-known Denver banker and loan company executive.

Owen, who was the object of a nationwide search in 1941 when he disappeared for 10 days with a large sum of money, was jailed Sunday after bank examiners discovered a \$43,921.90 discrepancy in bank records, District Attorney Richard H. Simon reported.

—Denver *Rocky Mountain News*

OPINION

By Art Stewart

Angry parents today charged the "L" system with neglect in the crossing death of 8-year-old boy.

A system whereby one man controls two crossings at Flournoy and Lexington at Long dangers the lives of children in three schools, the parents declared.

Donald Kieft, 5227 Lexington, was crushed to death Monday when he attempted to cross the tracks at Flournoy on a bicycle.

The crossings are protected by gates. So many trains traveling at a high rate of speed pass the intersections in the residential district that the lone gateman keeps the gates lowered even when trains are not approaching.

Gates kept down

Charles Techtman, 1907 S. 17th, Maywood, gateman on duty when Donald was killed, said the gates are raised only to let a pedestrian or auto through.

"Trains come so fast and frequent we wouldn't get a chance to lower them," Techtman said.

Rapid Transit official said it was against the rules to keep the gates lowered except when a signal is received that a train is approaching.

Mrs. Lewis Mazzuca, 31, 5431 Flournoy, mother of two children, said a gateman is needed at each crossing.

"Fifteen years ago my mother went to 'L' officials to get one man to guard the intersection," Mrs. Mazzuca said. "The mothers in the neighborhood are afraid to let their small children out of the house because of the danger." . . .

—Chicago Daily Times

Metropolitan morning newspapers frequently use the follow-up technique on stories which "broke" for the afternoon papers the day before; afternoon papers do the same for stories the first news of which appeared in morning papers. Following are the leads of stories from the Chicago *Daily News*, an afternoon paper, and from the next day's Chicago *Daily Tribune*, a morning newspaper:

By Tom Vickerman

Springfield, Ill., July 23.—Gov. Green today urged passage of two bills establishing a one-year moratorium on evictions and freezing rents at not more than 10 per cent above the levels of last month.

The rent freeze would become inoperative in event OPA controls are revised.

The governor's recommendations were contained in his opening message to the special legislative session summoned to deal with the rent crisis.

—Chicago Daily News

By George Tagge

Springfield, Ill., July 23.—The special rent control session of the Illinois legislature opened today with a burst of action that ran smack into information from Washington, D. C., indicating that OPA rent control would be revived in a day or two.

Gov. Green said the program he gave the general assembly will not be reviewed in light of the Washington doings until Monday. Then he will meet with Republican legislators who early this morning induced him to abandon absolute rent freeze in favor of limiting rent increases to 10 per cent. The senate scheduled public hearings on the bill for Monday.

—Chicago Daily Tribune

Featurizing the Follow-Up. An important news story "breaks" too fast to permit investigation of its feature possibilities. By a later edition or the next day, however, the features are developed either in a rewritten story, or in supplementary stories (sidebars). The following story was preceded by a straightforward news story:

Dry your tears, Mother Heffner. Choke back your sobs, Father Heffner. Quit your crying, Young Michael. There's work to be done. Little Alice is dead and we must bury her.

Little Alice was 8, golden-haired, blue-eyed. Young Michael is 9, the first born of Mr. and Mrs. Michael Heffner, who live in a little house on five acres of land at 15410 Puritan avenue.

The tragedy that came to the Heffner family today is the tragedy of the gun that wasn't loaded. Michael held the gun. The bullet crashed into Alice's brain.

* * *

It was about 5 o'clock yesterday afternoon when the explosion of the gun blasted happiness out of the Heffner home. Mother and father were away. Michael was taken to the police station at Lorain and Triskett roads. Alice, dying, was rushed to St. John's hospital.

It was about three hours later when the parents saw their son who had killed their daughter.

In those three hours Mother Heffner had seen her daughter die. Father Heffner had been called from his job as a motorman on a Lorain avenue street car to be given the shocking news. He had reached the hospital a few minutes after Alice's last breath.

Michael had spent the three hours in the precinct station. He told the policemen how he had taken the gun from the shelf. He didn't know it was loaded. He didn't pull the trigger. He didn't know why the bullet sped on its errand of death. The policemen had been sympathetic with Michael. After he told his story a policeman opened a lunchbox and gave Michael a piece of pumpkin pie. The boy ate it. A stray dog wandered into the station. Michael petted the dog, played with it.

There's the setting at 8 P.M. when Mother Heffner and Father Heffner came to get their son who had killed their daughter.

* * *

Father Heffner is first. His eyes are bloodshot, his face suddenly grown old looking. His moist eyes look upon his son. Michael looks at his father. Tears come into the boy's eyes.

Father Heffner walks to a railing, puts his elbow on it, bows his face to his hands. His body shakes. Michael, on the other side of the rail, cries loudly. Father Heffner puts his arm around the boy, pulls him close.

Then comes Mother Heffner. Through tears she watches, for brief seconds, her husband and her son. . . .

—Cleveland Press

Second-Day Comment. Whenever a president delivers an important message, the Supreme court hands down a significant decision, a new scientific discovery is announced or any one of a number of unusual events occurs, newspapers and press associations scour the country to obtain opinions from persons qualified to comment cogently.

Washington—(AP)—Senator Wiley (Rep., Wis.) today strongly seconded a U. S. Chamber of Commerce proposal that Congress investigate American foreign policies which "appear to be more pro-Soviet than American" and root out all Communists on federal payrolls.

By George Thiem

Des Moines, Iowa—Henry Wallace has increased his political stature markedly. He went out of the Cabinet in a blaze of national attention on an issue of paramount importance.

Harry Truman is the one who ought to resign. He is the fellow that muddled it.

This is a typical Iowa reaction among Henry Wallace's former home town associates to the explosion touched off by the former secretary of commerce on American-Russian policy. . . .
—Chicago *Daily News*

Localization. A news item originating in a faraway place may have a local "angle," or it may cause readers to ask, "Could it happen here?"

They photographed co-eds in the nude at Wayne university in Detroit and raised a furor. They do the same thing at Northwestern university and it doesn't even raise an eyebrow.

Wayne officials scurried to defend their position by explaining the photographs aided the girls in correcting that lordosis back line, but Northwestern physical education instructors said the equivalent of "so what?"
—Chicago *Daily Times*

Local parents need have no fear that babies in local hospitals will become confused and cause another Pittman-Garner baby mix-up a generation or so hence.

So thorough is the identification system employed in this community's three hospitals that their authorities consider mix-ups like Madeline Louise Garner-Pittman's in Georgia last month an impossibility.

Although many hospitals throughout the country supplement foot and palm printing as an added precaution, adequate supervision is the only real safeguard, in the opinion of H. James Baxter, superintendent of General hospital since 1921. . . .

The editor didn't believe it. But this is how the dispatch from London read:

London—Why does a telephone directory in the public telephone booths of London last six months and in New York only four days?

Only four days? Impossible! Why, it would take a strong man a week to tear up one of those 45-ounce phone books. The chief of the Monitor's New York bureau couldn't imagine it, either.

So a reporter called the offices of the New York Telephone Company. Then he wrote:

New York—The career of a telephone directory at several of New York's busiest public exchange booths is two days. . . .

"Look here," stormed the bureau. "This can't be. . . ."

"That's what they say," replied the reporter. "Forty-eight hours. Of course, that's only in the busiest places, like Times Square, Grand Central Station or the Hudson Terminal. In other booths, they last longer."

"How long?"

"Four days. And that's average."

"Why?"

"They just don't know."

And for that matter, why do telephone books last six months in London? The British Post Office can't answer that one, either.
—*Christian Science Monitor*

Reminiscences. Similarly readers may ask, "Has anything like that ever happened here?" Old timers draw parallels between the present and the past and relate anecdotes brought to mind by the immediate news item.

Recovery of Cynthia Jankel, 3-month-old kidnaped baby, in the North Western Station late yesterday recalled that another young kidnap victim, Lorelei Pleshko, 4 months old, was found in Union Station seven hours after she was abducted Feb. 22, 1946.

Yesterday's kidnaping occurred outside a Sears, Roebuck & Co. store on the Southwest Side. The Pleshko child was taken from outside a Wieboldt's department store on the Northwest Side.

Another child, Rosemay Nicoll, 2, was left in the North Western Station last Feb. 19. She was claimed five days later by her mother, Rose, 33, who said that she left the child with a roomer known only as "Helen."
—Chicago *Sun*

Many Chicagoans, now busy doing what they can to help the thousands of sufferers in the flooded Ohio and Mississippi river valleys, might be interested to know that this city, too, once had a flood—the great flood of 1849.

The story of how the Chicago river overflowed its banks is part of the panorama of the city's past being revived this year in connection with Chicago's observance of its centennial as an incorporated city. It was the research staff helping Miss Bessie Pierce of the University of Chicago compile her authoritative four-volume "History of Chicago" which supplied details of the 1849 flood.

Although some historians like to refer to it as the "great" flood of 1849, it wasn't so bad as that adjective would indicate. No lives were lost and the only injury reported was that of a man who fractured his leg. Damage amounted to about \$108,000, involving mostly bridges and boats. The flood, nevertheless, caused great excitement and business was suspended for several days. . . . —Chicago *Daily News*

Nomination by Stalwarts Wednesday in Madison of Levi H. Bancroft, Richland Center, to run for attorney general recalled the fact that Bancroft is the only man in Wisconsin political history who was defeated by a dead man.

In the primary Sept. 6, 1910, Frank T. Tucker, Madison, assistant attorney general, who had died Sept. 1, too late to have the ballots altered, defeated Bancroft 63,482 to 58,196.
—Madison (Wis.) *Capital-Times*

The Running Story. Newspapers continue to follow-up stories as long as there are new angles or developments to investigate or until reader interest lags. Each succeeding story is written to bring the situation up to date.

In case of a flood, war, important court trial or political contest (to mention only a few of the possibilities), daily, almost hourly, stories are written to give the latest developments. A murder story frequently occupies the front page for weeks.

Note how the following story developed day by day, as shown by three successive leads from the *Kansas City Star*:

About 124,000 women here today are being given the opportunity to state whether they desire to serve as jurors. The ballots should be returned to the Jackson County courthouse by June 10.

Eighty-six ballots on jury service for women had been received this afternoon at the jury commission office in the Jackson County courthouse. Twenty-nine indicated a desire to serve on juries here. Fifty-seven declined to serve.

The number of women desiring jury service was increasing this afternoon when 314 of the 1,440 ballots received by the jury commission indicated that more than one in four women responding to the poll were willing to be jurors. The remaining 1,136 do not desire to serve on Jackson County juries other than federal.

The Revived Story. Days, weeks or months later a reporter may be assigned to find out "what ever happened to so-and-so" or regarding "such-and-such."

Although three months have elapsed without any new clue of importance, police still are working on the Fullerton murder case, Police Commissioner Bergstrom said today.

A snarling black dog called Joey and a woman in a sun suit were the only inhabitants of Camp Hindenberg, near Grafton, when a reporter stopped in Friday to see what happened to this former training ground for the German-American Volksbund. . . .
—*Milwaukee Journal*

Investigations. Often such assignments are for "policy" purposes, but the disclosures from the resultant investigations may be definitely in the public interest. Newspapers frequently "keep after" someone, particularly a public official, to correct an evil brought to light by some news event.

By Curtis Fuller

Doors still swing inward at Niles Center and Morton Grove taverns a year after seven persons, two of them Northwestern university students, burned to death in the Club Rendezvous. Doors still swing inward for bodies to pile up against, and do not even have exit signs to mark them.

Last year a week after the Rendezvous tragedy, two Daily News-Index reporters visited more than 15 taverns in the Howard street, Morton Grove and Niles Center districts to discover if conditions existed which might cause other Rendezvous tragedies some day. They found fire hazards frequent. Sunday night the reporters visited the same taverns again, found the same conditions.

In three of a dozen Morton Grove and Niles Center taverns, doors comply with county fire regulations by opening out. In two of the three, exit signs direct customers to the doors.

The Cook county board April 4, 1935 passed a new fire ordinance to take effect April 30, ordering all taverns to have at least two exit doors that open outward, progress through which is unimpeded. Electrically operated catches for exit doors are prohibited by the ordinance. Other provisions included use of fire-proof or slow-burning construction.

These regulations are not enforced. They are violated by more than half the taverns visited Sunday night.

Nowhere did we see fire extinguishers in plain sight. One of the ironies of the evening came as we sat in the Paris Gardens talking to the bartender. A man dashed in yelling that his car was on fire. There was no fire extinguisher handy, and the bartender handed him a seltzer bottle which the man took and dashed out.

—Evanston (Ill.) *News-Index*

The Resurrected Story. Sometimes a mystery is years in the solving, or a new fact is discovered which casts new light on some historical event or personage. In writing such a story the "tie-back" rule must be observed, although the lead seldom is adequate to supply all of the "resurrected" facts which must be told. For instance, if a criminal who has long evaded capture is arrested, the story may include a recapitulation of his crime and may even be accompanied by pictures and diagrams taken or made at the time of the crime. Later, when the person is brought to trial, the story may be repeated, and again if the criminal is put to death legally.

In every news office there are notations of stories which are said to be "hanging fire," and which may "break" at any time. Verdicts are withheld, a committee delays its report, there is a postponement in the filing of a suit, or an important person does not make an announcement of which he has hinted.

In the following examples, note the tie-backs to events of some time previous:

Ten cases of typhoid fever—one resulting in death—have been traced to a church wedding reception in suburban Rosehill last Nov. 1, Dr. R. L. Edmonson, director of the Rosehill health department, disclosed today.

North Manchester, July 4.—Midnight lights burned by a Dr. Elies Ohmart prior to 1885 were explained here when Tom Richardson came across an ancient, hand-written record book in the attic of the John W. Ulrey home which he recently purchased.

The book contained notes of scientific inventions including a telephone patented by Bell in 1876, an electric arc lamp, the separation of aluminum from clay, a mechanical table of logarithms and an electric sign board.

—Fort Wayne (Ind.) *News-Sentinel*

CHAPTER XIII

GIVING IT SUBSTANCE

To see the events of today, yesterday and tomorrow in an internal, transient relationship, and to see them as inter-related with every other event of consequence throughout the world, is surely a nobler starting point, it seems to me, than to conceive of the journalist as a "writer" or a cheap huckster of "reader interest." Moreover, in the few instances in which this conception has been put into effect, reader interest has actually increased. News is not atomic and unconnected with other events in the world.

—Berton J. Ballard,
Journalism Quarterly

I pose this question: is not the time ripe for a shift away from the diet of dull, routine, inconsequential crime and cheap, flippant entertainment in our news columns to a more intelligent and withal more nourishing news menu? I believe that it is. Our public is becoming better educated . . . our people are ready for a more substantial news treatment . . . the press has been guilty of talking down to its readers.

The newspaper of tomorrow, I believe, will be forced by such public desires to pitch itself on a higher intellectual plane. It will at least lift itself to the standards of ethics and intelligence of its better grade readers. It will interpret in its news coverage the significant currents in the social, political and economic thought of the time. It will satisfy some at least of the questions the people are asking as they meet on trolleys and at the lodge, on street corners and in homes. We are at the end of an epoch. We are groping for new social instrumentalities to control a highly organized scientific world which cannot be run with mental tools of the frontier age that has gone.

—J. Charles Poe, *Quill*

WHEN WAR BROKE OUT IN Europe in 1914, most Americans were surprised—dumbfounded, in fact—and utterly unable to explain its causes. By contrast, for years before World War II began in 1939, an overwhelming majority of Americans expected it or at least knew it was possible if not probable.

To the press associations and newspapers must go a great deal of the credit for the considerable improvement in public interest in and understanding of world affairs between the two wars. Of their handling of foreign news prior to World War I, Maynard Brown wrote in part as follows:

Where the Associated Press failed most was in preventing its reporters from sending background and informative articles based on politics and trends. It smugly adopted the attitude of permitting correspondents to report only what had definitely transpired. It wanted no interpretation of events but the mere factual reporting of the obvious. Some of its correspondents were trained in foreign affairs, but too few were able to interpret or discern significant events and tendencies.

Not only the Associated Press but other press associations and most newspapers learned a great lesson from the experience of being totally unprepared either to understand the final steps which plunged most of the world into war or adequately to report the war once started. During

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the '20s and '30s they peopled the capitals and other important news centers of the world with trained experts qualified not only to report but also to explain and interpret factual occurrences. In the home offices other experts were trained to supplement the foreign correspondence with feature articles, columns and other writings to give perspective and continuity to current events.

The trend toward interpretation received further impetus when the newspapers had to admit they were as bewildered as the majority of their readers by the sudden stock market crash in late 1929 and the resultant long depression. To keep pace with other media, newspapers have had to become more than mere chronicles of surface events and have had to pay increased attention to readers who demand to know:

1. What happened? That is, what *really* happened—the complete story, not just the end results of a series of incidents.
2. Why (or how) did it happen? That is, what is the explanation?
3. What does it mean? That is, how interpret it?
4. What next? In the light of today's news, what may be expected to happen tomorrow?
5. What's beneath the surface? What are the trends, ideologies, situations, etc. of which one should be aware so that an overt news incident will "make sense?"

To satisfy this reader demand, every traditional journalistic technique, and a few new ones can be utilized. Among them are the following:

1. Precedes (brief items printed ahead of stories already in type)
2. Inserts
3. Shirt-tails (items appended to stories)
4. Boxes (inserted in or adjacent to stories to which they are related)
5. Sidebars (second stories; side features, etc.)
6. Second-day follow-ups
7. Weekend (Sunday) full-length features
8. Columns and "think" pieces

COMPLETING THE ACCOUNT

Factual Background. When an event of major significance occurs, because of the mass of detailed information involved and from lack of time and space, first news stories may be in the straight news writing tradition, leaving the interpretation for another edition or day. If, how-

ever, the reporter has an adequate knowledge and understanding of preceding events related to the one at hand, even his first story, prepared in haste, will have greater substance.

Independence, Mo., Aug. 3.—(AP)—A hand-shaking Harry S. Truman came back to Jackson County today to a home-coming reception and a bitter congressional campaign in which he is an issue.

There was little evidence of the undercurrent of campaign bitterness as he greeted hundreds of friends and neighbors on the spacious lawn in front of his old frame house at 219 N. Delaware st.

The campaign touch, however, was provided by the presence in the home-coming crowd of James Pendergast, head of the Kansas City political faction, who has teamed up with the President in an effort to defeat Representative Roger C. Slaughter of the neighboring fifth district in next Tuesday's Democratic primary.

Pendergast has thrown his strength behind Enos Axtell, the choice of the President, himself a fourth district voter, and of the C.I.O.-Political Action Committee.

The President told a recent news conference in Washington that he favored Axtell over Slaughter as the latter had opposed administration legislation.

Today, Charles G. Ross, presidential secretary, said that Mr. Truman would take no further part in the fifth district campaign, adding that he would "gamble 100 to 1 that the President doesn't even see Mr. Axtell" while he's home.

The President came over from Grandview where he had a 15-minute visit with his mother, Mrs. Martha E. Truman, aged 93.

—Chicago Sun

Eye Witness Accounts. To supplement the formal stories it is common practice to ask victims of disasters (train wrecks, floods, fires, etc.) to relate their personal experiences. Often such accounts are ghost written or are printed under the by-lines of the principals "as told to" some staff writer. Reporters themselves write eye witness accounts of important scenes they have witnessed. Such stories are more informal than straight news accounts and usually provide graphic word pictures of what happened. For example, the first three paragraphs of the leading article in the Aug. 2, 1946 Philadelphia *Evening Bulletin* was written in orthodox style as follows:

By The Associated Press

Athens, Tenn., Aug. 2.—A group of McMinn County deputized officers, barricaded in the McMinn County jail since 9 p.m. last night while a bloody election day battle raged about the building, surrendered to their besiegers today.

The surrender came after four blasts of explosive had rocked the three-story jail, blown a hole in one of its corners and demolished an automobile which had been used to blockade an entrance.

At least six men were seriously wounded in the disorders, but an earlier report that two had been killed within the blasted jail apparently was false. The report had been given by telephone from within the building. Twelve others were hurt

less seriously. Some 50 deputized officers had barricaded themselves in the yard. . . .
—Philadelphia *Evening Bulletin*

In an adjacent column appeared the following eye witness account which unquestionably contained more of the "feel" of the story with the added value of authenticity because of the writer's actual presence:

**By Cleveland Smith
(Of The Knoxville Journal)**

Athens, Tenn., Aug. 2.—Last night and early this morning I watched hundreds of war veterans overthrow a political machine in this Tennessee County with the greatest violence I have ever seen outside of war.

I reached this county at 11 p.m. E.D.T., shortly after the former G.I.'s had laid seige to the jail filled with deputies who had been working for the Democratic machine ticket.

Campaign Promise

I saw shooting, wounded and moaning men, and two people beaten in the streets of this little county seat, and I saw veterans resort to dynamite to drive the deputies out of the jail.

The veterans made a campaign promise to these people that their vote would be counted as cast. Violence at one of the polls early in the evening set off the fuse to this political powder-keg, which shortly thereafter exploded into a gun battle.

The armed deputies seized the ballot boxes and retreated to the jail, where they barricaded themselves. The veterans moved into firing position and the battle began.

I went into the firing position with a former G.I. He was using a Mauser rifle he brought home as a souvenir.

"We're going to blow the hell out of that jail, until those deputies come out with the ballot boxes," he told me between shots. "We promised the people an honest count, and we're going to get it.

"Armed deputies have pushed us around too long."

The firing settled down into a steady rhythm.

I went to the hospital. The physician there told me that seven men had been treated and dismissed with gunshot and buckshot wounds, but two men were still in the hospital.

Deputy Brought In

While I was there, the door burst open, and four people carried in a badly-wounded deputy sheriff. I went into the operating room and stood at the door as the physician began treating the deputy. His right leg was shattered by a bullet.

I saw the bone sticking out. He was moaning and crying for water. He said: "Thank God I'm out of it."

From the hospital I went back to the firing line. At 3 a.m. the first blast of dynamite occurred.

I stood there in the darkness and watched four men set fuses to dynamite. They wrapped it up in bundles of three and four sticks apiece. A man carrying the dynamite slipped down toward the jail, about 50 yards away, and threw it at the door.

Four times, veterans threw dynamite bundles at the jail. Most of it fell short and upon the parked automobiles of the deputies. The blasts rocked the town.

All G.I. Sympathizers

About 2,000 people were milling in the streets in the downtown area, out of range of the firing. Practically all of them appeared to sympathize with the G.I.'s.

After they had thrown the dynamite, the veterans yelled for the deputies to come out of the jail. There was no response for awhile, and more shots were exchanged. Then suddenly the deputies started coming out.

The veterans ceased firing. A great roar went up from the crowd. About 15 or 20 deputies were pushed into the middle of the street at the point of guns and were forced to walk a block toward the court house. The people roared as the deputies were paraded by.

Pleading for Life

The line stopped at the court house corner, and five yards from me three men started beating one of the deputies. They hit him again and again. He fell to the ground, was pulled up and hit in the face and kicked some more.

The man was crying and moaning and pleading with God to spare his life.

There were shouts of "Hang them! Hang them!" Two deputies were pushed over under a tree.

When I reached the spot about 40 yards away, the face of one of the deputies was bleeding. The angry mob surrounded the two and demanded why they had beaten citizens who were trying to get an honest vote.

One deputy had tears in his eyes. He said he had nothing to do with it. The crowd hooted. Suddenly the G.I.'s wheeled the two deputies around, and with guns in their backs, pushed them back toward the jail.

Some veteran political prisoners in the jail were released and the deputies were forced back into the jail and locked inside with their own keys.

Boxes Brought Out

Four G.I.'s emerged carrying two ballot boxes. Another great roar went up from the crowd. The ballot boxes were whisked away under a guard of armed veterans.

I checked at the hospital and found that five or six additional deputies had been brought in for treatment. One was said to be in a critical condition.

Returning to the jail, where the veterans now had control, I found the building spattered with blood. There were ten automobiles, belonging to deputies, overturned in the street. One was burning.

I saw six men and two women overturn two more automobiles.

Going inside, I found veterans with rifles. They told me they planned to get out at the moment the State Guard arrived from various cities in eastern Tennessee.

—Philadelphia *Evening Bulletin*

Description. Photography, including motion pictures, has not yet made written description obsolete, nor is it likely to do so for some time, if for no other reason than that cameramen are not always present at news events about which it is necessary to answer, "What did it look like?" in order to present a complete account. Before he can describe well, a reporter must be able to observe. Careful observation means noting features which escape the untrained spectator. A bizarre vocabulary containing innumerable adjectives is not essential. The reader, in fact,

will "see" best what the writer is describing if the words are familiar; ambiguous qualitative adjectives such as "handsome," "delicate," etc. are omitted and figures of speech, historical and literary allusions and other rhetorical devices easily understood.

By James M. Haswell

Washington.—When John L. Lewis appeared to testify before the Senate labor committee today, it was easily the best of the committee's many recent hearings.

The big marble Greek temple—last filled for the Pearl Harbor hearings and in which a circus midjet once sat on a Morgan's lap—was filled to the pillars that line its walls.

Every one of the 108 press seats (with special loudspeakers) was occupied. Movie sound cameras brooded over the assembly, blinking their flood-lights now and then and whirring in the hope of catching a bit of repartee.

The 650 public seats were filled and secretaries, congressmen and tourists stacked themselves in the aisles.

Senator Tobey (Rep., N.H.) struggled through the committee table, looked helplessly around and finally sat on the floor.

Busy news photographers unconcernedly walked right over him, stumbling against his shoulders until Pepper finally interfered and made a seat for Tobey in a back row.

Tobey, who is not a member of the committee, meekly sat through the rest of the hearing under a photographer's ladder.

It was a big crowd. . . .

—Chicago *Daily News*

Most sidebar descriptive stories, as the preceding, are written by eye witnesses. An imaginative rewrite man, however, can make a story "come alive" by providing descriptive details, as:

The diner—one of 15 in the West Side Steak House, 3929 W. Madison st.—carved off another bite of chop and spoke to the man across the table.

"Seems to be some excitement out in back."

"Yeah," said the other, leading a group of french fries up to his mustache, "Place is on fire, I understand."

Outside were the screams of sirens.

"Fire's in the kitchen," remarked a Small Beef Stew at a side table. "Probably break in here before long."

"Shouldn't wonder," agreed a Sirloin Medium, still placidly masticating.

Firemen with hoses and extinguishers charged in.

"Hey, you guys! Run—the joint's on fire!" one bellowed.

The diners munched calmly on.

"You gotta get out!" declared Chief Thomas Finnan of the 18th Battalion. "It's against the law to eat in a place that's on fire! Get out, or I'll call the cops!"

Reluctantly, pausing to take a last bite of steak, or sop up a bit of gravy with a piece of bread, the patrons filed out, as Chief Finnan was estimating the fire damage at \$2,500.

"Anyway," said the Small Beef Stew, philosophically, "we didn't have to pay our checks."

—Chicago *Sun*

Fort Wayne, Ind.—(UP)—The Nickel Plate freight whistled and screeched and whistled some more as it raced west of here yesterday, but the man lying on the rails up ahead wouldn't budge.

The engineer tooted again. The man rolled lazily to one side as the train whizzed past. The engineer stopped and ran back to investigate.

Albert Smith, 29, of Gadsden, Ala., lay sound asleep by the tracks.

"Why in blazes didn't you move?" the engineer bellowed.

"Too sleepy," Smith yawned. "Too tired to move any farther."

He slept more comfortably last night—in the County Jail.

Anecdotes. Whenever an important story occurs reporters seek anecdotal material for sidebars to "round out" the complete account. They contain phases of the story as a whole which conceivably could be included in the main account. When an office building in Chicago's Loop exploded, among the anecdotal sidebars were the following: (1) 105,000 feet of new glass being rushed to city to replace show window glass broken; (2) analysis of city ordinances covering gas leakage which allegedly caused the blast; (3) description of army of glaziers on work in area; (4) police pass system to admit workers employed in area; (5) refusal of pass to a window washer, obviously because there were no windows left to wash; (6) symposium of eye witness accounts; (7) narrow escape of nearby elevated tower operator; (8) instructions on how to enter area; (9) Red Cross activities; (10) list of buildings whose windows were blown out.

Aboard U.S.S. *Appalachian Off Bikini*, July 1.—(AP)—The most beautiful sight of the atomic blast was that seen on the *Appalachian* by Seaman First Class Kenneth Thorn who kept his uncovered eyes looking directly at the flash all the time, despite warnings all aboard should wear special dark goggles.

Thorn, who lives in the Bronx, New York, unwittingly contributed a new scientific chapter to the A-bomb explosion. He saw the first flash as a bright red ball. Everyone who kept his glasses on saw this flash as white.

What happened to Thorn was that in the first few millionths of a second, the flash caused slight blind spots in the center of his eyes. Because of these spots he saw the red color for a few seconds.

"Boy!" he exclaimed. "It was the most beautiful thing I ever saw. I can't describe the brilliance of the red ball I saw. It was a lighter color than a red stop light. It was alive. It spread in a flash to a big red ball, and the color turned red-yellow. I never dreamed anything could be so brilliant."

After that in a few seconds Thorn's color vision returned to normal and he saw the spectacle the same as other observers. . . .

—St. Louis *Post-Dispatch*

Repercussions. The effects of some news events are felt at considerable distances. Without mention of some of the repercussions the original story is not complete. When the Bikini atom bomb experiments

were conducted, for instance, there were sidebars on what seismographs recorded in different parts of the world, what the local radio reception was, what the Moscow press said, how the relatives of the men in the bomber followed the news, how the blast was seen, heard and felt in different places, and many others.

By Radford Mobley

Washington.—Toppling of another established figure in national politics—Sen. Robert M. LaFollette, Jr. of Wisconsin gave capital officeholders additional qualms today.

LaFollette still has a chance to retain his Senate seat if he decides to run as an independent this fall, but temporarily he joins the ranks of well known statesmen who aren't faring well at the polls this post war year.

Republican and Democratic leaders agree there will be at least 50 new faces in the House and several in the Senate.

LaFollette had backing from both Republican and Democratic senators in the race he made this week.

The Democrats would have been delighted if he had entered their primary, but Bob chose the G.O.P. because he didn't get along with the state Democratic leaders.

LaFollette is known as a Senator's senator. He devotes the greater part of his time to national and international affairs, leaving state matters largely to his office staff. Some say the Progressive party, which the LaFollettes scuttled this year, failed because Bob did not cultivate the grass roots at home.

But his esteem here remains tremendously high whether he returns or not. He is the original author of the law to streamline Congress, cut down its committees, make it more efficient. The law was passed and signed by President Truman last month.

During his early days in the Senate, Bob established a reputation as a battler for protection of civil liberties.

Especially on the side of organized labor LaFollette fought for collective bargaining and other labor privileges.

In the thirties he was most instrumental in investigations exposing labor "goons." The Senate Civil Liberties Committee was a forum for labor's cause, and the Wagner Act was an end result of its findings. It is strange, therefore, that LaFollette is not close to C.I.O. factions today and may not get P.A.C. support if he runs as an independent.

LaFollette's defeat in the Republican primary may have a direct effect on that party's chances to capture the House of Representatives this year.

Party statisticians here figured an additional three seats to be certain if LaFollette's name was on the Republican ticket.

The result in the House—where the Democratic margin of control is not great—will be close and two or three seats may decide which party will rule in the next Congress.

Republican leaders would have liked to have Bob back in the fold for national reasons. The party's 1948 bid for national control will have a progressive tinge in the Midwest, and LaFollette support would have been very helpful.

—Chicago *Daily News*

Definitions and Details. Tie-backs by means of precedes, inserts, shirt-tails and sidebars often are necessary when unfamiliar words, persons, places or events are mentioned in the news. Rep. Clarence Brown, of Ohio, for instance, sent reporters to the thesaurus when he accused the president of "ingannation." President Truman himself sent them to reference books containing famous quotations when he accused a critic of "Macedonian cries or yells."

Biographical. The J. David Stern papers developed the practice of box inserts to provide additional information about persons, places, things and events mentioned in the news. One of their imitators, the *Chicago Sun*, used the following in connection with an Associated Press story from Paris telling of the French government's willingness to negotiate with the native forces in Indo-China.

The man who has been recalled to Indo-China to command French forces against insurgent Viet Nameese is Count Phillippe de Hauteclocque. That is the real name of Gen. Leclerc.

The count adopted the name "Leclerc" when he commanded a French army unit in Africa so that the Germans would not persecute his wife and six children, then living in German-occupied France. A newspaperman added the first name of "Jacques."

It is not generally known, even among the French, that he is Count de Haute-clocque.

The general has adopted his fighting name even for official purposes and, although he is listed in a French who's who as "Count Phillippe Leclerc de Hauteclocque," French newspapers still refer to him simply as "Gen. Leclerc," his usual signature now.

—Chicago Sun

Geographical. When Adolf Hitler's mountain hideout at Berchtesgaden was bombed for the first time during World War II, the *Sun* used the following box:

Most fantastic of all the steel and stone monuments Adolf Hitler erected to his "1,000-year Reich," the "Eagle's Nest" at Berchtesgaden, was built in 1938 at the height of Hitler's power. The hideaway was placed on top of the 1,800-foot crest of the Kehlstein, a towerlike rock in the Bavarian Alps overlooking the village of Berchtesgaden. At the base lies Hitler's personal air-raid cellar.

It was at the mountain fastness that the Fuehrer held councils of war and laid down ultimatums to rulers of Germany's smaller neighbors. It was there, for instance, that Hitler notified Kurt Schuschnigg, Austrian chancellor, of Austria's "anschluss" with Germany.

The rock-top palace is reached by an elevator that climbs the 1,800-foot ascent. The Kahlstein itself bristles with anti-aircraft batteries and secret defenses. The road to it is heavily policed by the S. S. (Elite Guards).

—Chicago Sun

Historical. The *Chicago Daily News* once used the following "synopsis type" tie-back box:

Here is a brief background on the troubles in India:

The country's 400 million people are divided into six major religions and at least 20 major language groups.

The two leading political groups are the All-India Congress party, which is predominantly Hindu, and the strongest numerically, and the Moslem League.

The present clash was brought about as a result of British proposals for a free India. The dominant Congress party accepted the plan for a unified India made up of federal states. The Moslems first approved and then rejected the plan because it didn't provide for Pakistan—separate Moslem states.

To break the deadlock, Viceroy Wavell asked the Congress party to set up an interim government. The Moslems would not join in the government and called a "hartal," or suspension of normal activities. This strike led to the present rioting.

—*Chicago Daily News*

The "historical parallel" type of sidebar may help complete a spot news story, as did the following from the *Chicago Tribune*:

By Lewis Hunt

If William Heirens' lawyers enter a plea of guilty in exchange for assurance that the state will not press for the death penalty, the deal will not be new in Cook county Criminal court.

While such an understanding is not contemplated by the statutes or the rules of court practice, it has come to have tacit approval as a means of expediency. Numerous murder defendants have pleaded guilty in circumstances that indicated the state's attorney had been consulted.

The judge, who must pronounce sentence without the backing of a jury verdict, is not bound by the agreement. Experience has shown, however, that he is more likely to look for factors justifying prison.

Not All By Agreement

Not all guilty pleas are entered by arrangement. Many defendants with a great weight of evidence against them have chosen to rely on the mercy of the court rather than a probable death sentence from a jury.

One exceptional result was the hanging sentence imposed by Chief Justice Robert E. Crowe in 1919 upon Thomas Fitzgerald, who had confessed murdering 6 year old Janet Wilkinson and had pleaded guilty in hope of escaping the gallows. Judge Crowe promptly sentenced him to death and he was executed two weeks later.

In the past, when there have appeared to be signs of a deal, the prosecutor's position has been that it is to the public interest to avoid a long, expensive trial and to make sure of some satisfactory degree of punishment.

Compromise in Some Cases

In some instances, the state's case has not been too strong. In others, the fact that the defendant is young, or is a woman has made it appear unlikely that the jury would vote for death or would convict at all.

Two 19 year olds, Durland Nash and Robert Goethe, pleaded guilty of the murder

of Dr. Silber C. Peacock in a robbery 10 years ago. Court observers thought they detected signs that the state had agreed to accept the pleas and waive the demand for death, although the prosecutor's office denied it.

Court Considers Age

Judge Joseph Burke said he took into consideration the age of the defendants and the fact that they had pleaded guilty.

One deal with the defendant was announced in court by the state. The defendant, Thomas Starr, Negro rag picker, had confessed killing a woman guest of the Y.W.C.A. hotel with a paving brick. The state announced to Chief Justice Denis J. Normoyle that Public Defender Benjamin Bachrach had agreed to plead guilty and that the state would be satisfied with a 199 year term. Judge Normoyle imposed that sentence.

—Chicago *Daily Tribune*

EXPLANATIONS

Whenever a favored athlete or politician loses or any other kind of "upset" or surprise occurs, the armchair quarterbacks, second guessers and self-ordained prophets hold "post mortems" on the news. Everyone wants to know how or why whatever it was happened, and there are several ways in which the newspaper can help provide the answer.

Recapitulations. One way is to present a résumé of the chronological facts, with interpretation to emphasize their significance.

By Virginia Prewett

Buenos Aires, July 21.—The strong-arm government overthrown today by students, civilians and police in Bolivia had been able to govern since 1944 only because U.S. State Department recognition then saved it from popular overthrow.

The shaky revolutionary government, run by army officers and nationalists, was able to survive only because our recognition enabled it to run through fixed elections, giving them the appearance of constitutionality.

The death today of President Gualberto Villarroel, at the hands of a band of determined students, aided by the police and by some elements of the army, climaxes two and a half years of bloody dictatorial government by a group which received support from the same faction of the U.S. State Department which later saved the tottering military regime in Argentina.

In both instances a special mission headed by Avra Warren, now minister to New Zealand, gave the unstable regimes, sparked by army cliques, sufficient prestige to keep their grip on national power.

The clique whose government the Bolivian people smashed today came to power through a military coup on Dec. 20, 1943. The U.S. Blue Book, revealing Argentine complicity with the Nazis during the war, disclosed that this revolution was backed by the Nazis and members of the military clique which had seized power in Argentina in June, 1943.

This was known to the State Department at the time. The issue of recognition of the new Bolivian regime split it into two camps.

The group headed by Cordell Hull, then secretary of state, wanted to withhold recognition and crack down on both Argentina and Bolivia. The theory was to end Nazi penetration and Argentine expansion.

The group composed of disciples of former Undersecretary of State Sumner Welles wanted the government recognized on the theory that the Bolivians were not able to govern themselves anyway, and it was best to be in good with the clique in power . . .

—Chicago *Sun*

Seeking Causes. Similarly an expert observer can analyze motives and methods which culminated in the incident under review.

Milwaukee—(Special)—The defeat of Sen. Robert M. LaFollette, Jr., for renomination as a Republican in Wisconsin's primary election today was attributed to his "political blunders" in closing days of the campaign.

LaFollette, a veteran of 21 years in the Senate, was accused of double-crossing Gov. Walter S. Goodland, who made it possible for the Progressive senator to run as a Republican.

Another contributing factor, it was said, was a letter Sen. Robert A. Taft, conservative Ohio Republican, had sent in behalf of LaFollette.

All through the campaign, which was rather lethargic, LaFollette refused to discuss issues and answer charges. He emphasized "get-out-the-vote" in his speeches and said that he was willing to "stand on his record."

Instead, he fell on it.

Political wisecracks described LaFollette's "double-crossing" of the 93-year-old Goodland as his most "fatal blunder."

Goodland, in effect, invited LaFollette back into the Republican party.

Goodland vetoed the "don't-fence-me-in" bill passed by the last legislature which would require candidates to announce a year in advance if they were to change parties.

The bill had been jammed through the legislature by Thomas E. Coleman, wealthy Madison manufacturer and G.O.P. boss.

LaFollette did not announce himself as a Republican until March 17, when he led the now-deceased Progressive party back into the G.O.P.

Then, a few days ago, in an informal talk before war veterans at Racine, LaFollette was asked for whom he was going to vote for governor. He said Adj. Gen. Ralph M. Immell, a former progressive, and not Goodland. That aroused great resentment . . .

—Chicago *Daily News*

General situations as well as overt incidents may be explained by experts seeking for and analyzing hidden causes.

By George Thiem

Housewives are partly the cause of the soap shortage.

They are slipping in the grease salvage drive.

Buy-happy, they grab every bar and package of soap chips as soon as the detergents show up on grocers' shelves, whether needed or not.

They collect soap like a squirrel gathers nuts.

Some are making their own soap at home—it's one way to get a supply.

These views came from the industry today along with a lot of others to answer the question, "Where's all the soap?"

OPA was raked for price rollbacks on tallow and oils which have driven soap

materials into hiding until owners can get higher ceilings "to compensate for increased costs."

The black market meat is linked with the soap shortage. Rising country slaughter has wasted tons of inedible fats formerly salvaged by the packers.

Russia and famine relief have been taking huge quantities of our fats and oils. Russia alone got 933,450 short tons via lend-lease between December, 1941 and September, 1945, says the Department of Agriculture.

Couple this with a 75 per cent reduction in coconut oil imports between 1940 and 1945, a population increase and diversion of fats away from the soap kettle into paints and shortening

Throw in the red tape, price control and government directives that limit soap output to 78 per cent of each manufacturer's prewar base.

Add the consumers' apparent ability to buy anything and everything for sale and you learn why women queue up daily if there's a chance to get a package of something to make suds.

"Soap makers miss the help of the women who turned in 18,000,272 pounds of salvage fats in April, 1944," said George Wrisley, vice president and general manager of the Allen B. Wrisley Co.

"The grease salvage campaign has been a wonderful contribution. Recently it has been declining.

"The figures for June, 1946, show nearly a two-thirds drop from the peak, to 6,400,000 pounds. A step-up in the fat collection drive will put more soap in the grocery stores" . . .

—Chicago *Daily News*

Historical Background. The immediate news may need historical perspective to make it understandable.

By William Fulton

London, June 28.—The arbiters of Britain's heraldic industry are wrestling with the problem of changing King George VI's marathon title if India emerges from the current tangled negotiations with some sort of freedom.

Coins of the realm from a penny up all carry a likeness of the British king as emperor of India. Any change will require the assent of the parliaments of all the dominions as well as of the United Kingdom.

The princes of India recognize the king of England as their emperor. The Indian potentates are absolute rulers within their own states, with the British protecting them on their thrones by force of arms and handling their foreign affairs for them. What form British influence will take in the future of India remains to be threshed out in the present negotiations, but paramountcy over the princes is expected to be technically removed.

Queen Was First Empress

Queen Victoria picked up the title empress of India with the help of Disraeli. Upon her accession to the throne in 1837 she was merely queen of the United Kingdom of Great Britain and Ireland, defender of the faith.

Various British dependencies were recognized in 1901 when Edward VII became "Edward VII, by the grace of God, of the United Kingdom of Great Britain and Ireland, and of the British dominions beyond the seas, king, defender of the faith, emperor of India."

At that time, an act of parliament declared that in future the United Kingdom embraced Great Britain and Northern Ireland. Thus southern Ireland, or Eire, was included in the British dominions beyond the seas.

"Defender of the Faith"

William the Conqueror, after the Norman conquest of 1066, assumed the same royal style and title of the English kings, which was "Kings of the English." Henry II, having invaded Ireland, changed his title to "Henry, by the grace of God, king of England and lord of Ireland." Edward III, pillaged northern France and added the kingship over that country to his title, where it remained until 1802. Henry VIII, changed his title, to "Henry, by the grace of God, king of England, France and Ireland." He took over Wales as part of England during his reign. He also adopted the title of "fidei defensor" (defender of the faith), and on coins it has been shortened to Fid. Def. Philip and Mary added Spain, Sicily and Jerusalem to the title. Elizabeth dropped them.

James I became king of England, Scotland, France and Ireland. Ireland was temporarily united with England in 1801 and George III who had dropped 13 small colonies in North America some time back, became king of the United Kingdom of Great Britain, France and Ireland. France was deleted under the treaty of Amiens in 1802.

—Chicago Daily Tribune

Historical Parallels and Contrasts. As the treaty-making, rehabilitation and recovery programs began to get under way after World War II, veteran newsmen with memories that included the immediate post war period a quarter century earlier often remarked, "It's like seeing the same movie a second time," or "Here is where I came in." The following was a typical story written by an experienced foreign correspondent:

By Carroll Binder

Paris, Aug. 23 (by Radio)—When Wilson, Lloyd George and Clemenceau remade the map of Europe and unsuccessfully attempted to make a permanent peace in Paris 27 years ago, they worked behind closed doors. The world learned the statesmen's decisions through leaks often calculated to mislead particular sections of public opinion and usually belatedly.

A journalist familiar with the 1919 style of peace making who shows up at the 1946 peace conference is profoundly impressed with the contrast in opening sessions. One doesn't need a personal standin with some major conference personality, doesn't need to retain the services of a well-placed informant to learn how the great powers are getting on with one another or what is proposed in the way of reparations, frontiers, economic practices for a particular former enemy country, as was necessary in 1919. The proposed Versailles Treaty was considered a top secret and had to be smuggled into America where publication caused a sensation and had fateful political repercussions.

Conference Goldfish Bowl

Conferences in 1946 function in a goldfish bowl with loudspeaker accompaniment. A retort such as Clemenceau made to his American or British opposite number in 1919, which perhaps did not become public for many days, is today instantaneously

heard by scores of representatives of the world press and is promptly reproduced wherever anybody is likely to be interested in reading them. This is true of remarks in the conference committees as well as in the plenary sessions. Nothing is secret, nothing is out of earshot at the present conference meetings.

Correspondents are present at sub-sessions as well as main meetings. If a correspondent wants to work at his desk while committees are meeting, he only needs to keep his ear cocked for the broadcast in the press workroom. He can conveniently listen to debate while having a drink at the press bar.

If a correspondent shows up too late for a meeting, a magnetic recording apparatus operated by the Army will play back an oral report of each committee meeting which has been recorded by a colleague assigned to cover the committee session for the entire press corps.

Which Method Is Better?

Are covenants openly arrived at better than those negotiated secretly? Will peace made by 1946 techniques prove better and more enduring than the ill-fated 1919-20 treaties proved?

It is still too early to arrive at a definitive answer but nothing now apparent suggests that this openness is leading to a better peace than secrecy achieved. That is no argument for secrecy. It is merely an admission that publicity of itself is no producer of decent peace. . . .

—St. Louis *Post-Dispatch*

An historical parallel story, to make the immediate news more understandable, can be written out of general knowledge and with the use of reference books, rather than from personal experience.

By Frederic S. Marquardt

To find a parallel for Emperor Hirohito's New Year's Day rescript—in which he told the Japanese that he was not divine, that Japan had lost the war and that the Japanese were not superior to other nations and were not fated to rule the world—you will have to go back in Japanese history to the year 1868.

That was the year when Hirohito's grandfather, Mutsuhito, climbed on the throne of Japan and set the country on the path toward modernization and, unwittingly, ruin. According to Japanese usage, Mutsuhito became known, after his death, as Emperor Meiji.

His rule from 1863 to 1912, embraced the remarkable period during which Japan with one stroke abandoned feudalism and emerged as a world power.

Rule Embraced Changes

As a boy of 16, Mutsuhito ascended to the imperial throne in Kyoto. In his first speech, which he delivered behind a curtain covering him down to his waist, lest commoners see his august face, Mutsuhito said:

"Let the popular assemblages be established far and wide, and let the public opinion decide public questions . . . Let us destroy the evil usages of the past . . . We wish to bring about such changes as were never before in this country, and we ourselves shall lead the way."

Mutsuhito was born the year before Commodore Mathew C. Perry had forced Japan out of its ancient isolationism. The emperor's childhood was spent in watching the various feudal leaders of Japan gradually relinquish their authority to the em-

peror and return sovereignty to the throne. And now he was ready to modernize Japan more rapidly—and more disastrously—than any nation had ever been modernized before it.

Grandparent Is Model

That Hirohito would like to become a present-day counterpart of his illustrious grandparent is evident from his New Year's Day rescript. He began this epoch-making document with a reference to the five points contained in Mutsuhito's charter oath of 1868, from which the restoration is dated and which served as the basis for the constitution of 1889.

The five points, in general, called for the establishment of government responsible to the people. All classes would be merged, the wants of "all common people" would be considered, ancient usages would be abolished, justice established, and knowledge sought throughout the world for the promotion of the empire.

Hirohito may have recalled these basic tenets of the Meiji Era because he wanted the Japanese people to remember that once before a Japanese emperor had broken sharply with the past, or he may have intended that these injunctions should again actually serve as the basis for national policy . . .

—Chicago *Sun*

The next example appeared early in 1944 during the height of the congressional debate on how World War II soldiers should vote. The story ran for more than two full columns and did not mention the contemporary situation. Most readers, however, "got the point."

By Lloyd Lewis

As the presidential election loomed, the administration in Washington stepped up its insistence that laws be passed permitting soldiers to vote in the field.

The party out of power fought such laws tooth and nail, and succeeded in defeating them in the legislatures of four states. The party in power put over its program in 14 states after debates that rocked the nation. The administration argued that if a man was good enough to stop a bullet he was good enough to cast a ballot. Anti-administration forces argued that the President was scheming to put over, by military measures, what he could not by political devices, that the civil power should be preserved from the influence of the military, that the President, having mismanaged the war, was using the war itself, and the soldier vote, to establish his dictatorship over the Republic. The party out of power declared that soldiers couldn't vote honestly in the field, that they would merely do what the colonel demanded.

The opposition had put up for President a general, a very magnetic and popular general who, it said, had been "martyred" by a scheming President. Campaign orators said that the President had been jealous of the general, had denied him enough troops to win his campaigns, and that the general had been right in complaining during those campaigns, "I am being sacrificed."

The President was a politician with no military glamour at all about him, a man known more for his humor than his decisiveness.

How would the soldiers vote? If the election at home were close, the ballots sent home from the front might decide the issue. . . .

The President, of course, was Abraham Lincoln, the general opposing him was George B. McClellan, the general to whom he wrote the "Indiana letter" was Sher-

man, the administration party was the Republican, the anti-administration the Democratic and the time was 1864 . . .

—Chicago *Daily News*

INTERPRETATIONS

The meanings of events can be found in the purposes and/or motives of persons, in critical analyses of documents, pronouncements and actions, by comparisons with other events and in divers other ways.

Purposes. The straight news account may emphasize the purposes of a document as therein stated:

Paris, July 30.—(AP)—A master plan to keep Italy and other axis satellites stripped of their military might, bill them for one billion dollars in reparations, reshuffle their frontiers and require them to guarantee "fundamental freedoms" was disclosed tonight with publication of proposed peace treaties drafted by the foreign ministers of America, Britain, Russia and France . . .

Significance. When the possible alternatives to the document are considered, however, it may be regarded differently. The following lead was to a story appearing the same day as the preceding example.

By John MacCormac

Paris, July 30.—The submission today to the Paris conference of the treaties with Hungary, Rumania and Bulgaria drafted by the Big Four Foreign Ministers, confirmed previous indications that little agreement had been reached by the authors on the major problems with which these documents purport to deal. What was handed to the delegates of the seventeen other United Nations represented here was little more than a record of failure . . .

—New York *Times*

Analysis. Critical review or analysis, furthermore, may reveal "angles" not apparent when the document is taken merely at its face value. The following example also was printed the same day as the two preceding examples.

By Michael L. Hoffman

London, July 30.—Examination of the official English texts of the draft treaties with the five former enemy countries to be considered at Paris reveals that much work remains to be done at the technical level if future disputes over the meaning of the treaties are to be forestalled.

In the present drafts clause after clause is written in a language so sloppy that it is doubtful if any two English-speaking lawyers would agree as to exactly what meanings were intended. While none of these drafting weaknesses taken alone could be called major the cumulative effect is to deprive the treaties of the precision essential in an instrument of such a nature if it is not to become the cause of chronic international friction . . .

—New York *Times*

Comparisons. An event sometimes must be considered in relation to a similar event or events to be comprehensive.

By Gordon Walker

Tokyo, July 27.—The Reparations Commission report on northern Korea by Edwin W. Pauley this week is in marked contrast to United States Army intelligence reports which, during the latter part of last year, claimed widespread Russian stripping of northern Korea industries.

It is now clear that while the Russians pursued a policy of systematically stripping major industrial equipment in Manchuria, this policy did not apply to northern Korea.

More intimate details of the situation in northern Korea today show that not only is more industry intact, but a large percentage has been re-established and is running smoothly under Russian supervision . . .
—*Christian Science Monitor*

Motives. Even a psychoanalyst has difficulty finding out why people behave and think as they do. The honest reporter must express his doubts as well as his certainties when he delves beneath the surface.

By Harlan Trott

Atlanta, Ga., July 27.—To an itinerant observer, arriving in Georgia at the closing scene of a red-hot, three-way gubernatorial primary fight, some doubt persists whether even the principals themselves can make much political sense out of organized labor's influence in southern elections.

To begin with, the candidate in the Georgia primary with the greatest number of popular votes came in second. This was James V. Carmichael, youthful, inexperienced candidate for the Democratic nomination who saw his chances knocked aglimmering by the unit system of county balloting, a peculiarly Georgia expedient patterned somewhat along the lines of the electoral college in presidential elections. It was designed to curb the overweening power of large population centers and keep the urban voting power in balance with the rural areas.

Georgia Anomaly

Under this ingenious Georgia system, Mr. Carmichael won everything but the nomination. Eugene Talmadge—who finished behind Mr. Carmichael but ahead of E. D. Rivers—comes back for a fourth term, since in Georgia the winner of the Democratic gubernatorial primary is acknowledged to be the next Governor.

But what nothing seems to explain is why organized labor in Georgia helped to send Mr. Talmadge back to the Capitol when the winner's anti-labor record is embellished by such garish facts as Mr. Talmadge's having set up a barbed wire concentration camp for the confinement of labor union members and ordered the militia to herd them in with bayonets.

Difficult To Explain

Indeed that is something even as astute and experienced a backstage political power as George Googe, A.F. of L.'s southern organizing leader, cannot wholly account for. Mr. Googe has had a hand in the election of nearly every United States senator from the South, for better or worse, for many years. He points with pride to Secretary of State James F. Byrnes as one whom he personally persuaded to run for the United States senate.

The A.F. of L.'s outstanding southern representative cannot explain, however, what it is that makes a good trade-unionist change his mind once inside the polling

place and be influenced less by labor concentration camps than by talk of "white supremacy." Without labor's partial support in the urban areas, it is conceded that Mr. Talmadge probably would not have won.

Even as keen and lucid a commentator on southern political trends as Ralph McGill, Editor of the Atlanta Constitution, offers nothing to clarify the mysteries of Georgia politics. The sense of his morning-after editorial was that it was too bad the people were fooled by spurious issues, but let's be thankful we're all Democrats still.

As far as organized labor is concerned, Mr. Googe is an old, seasoned hand, and it is part of the Asheville policy that "we as southern workers have a responsibility in the congressional and local primaries to indorse or reject candidates of the outstanding political parties in accord with their records on constructive legislation promoting the welfare of workers and the community. In the national field we are devoted to principles of rewarding our friends and punishing our enemies regardless of their party affiliations."

Except, perhaps, in Georgia gubernatorial primaries? . . .

—*Christian Science Monitor*

Résumé. Seeing the relationship between events is the task of the columnist or reviewer.

By David Karno

A reek of scandal in China regarding the use, and possible misuses, of United Nations relief dollars, renewed bickering in Paris over the rule of conquered Germany and a pogrom in Poland were the highlights in foreign news last week.

All three incidents, separate in themselves, were interrelated as symptomatic of the difficulties involved in bringing order out of the chaos left by the last war.

The China affair was strongly reminiscent of the Burma Road scandal of late 1941, when large quantities of U.S. lend-lease goods shipped over that lifeline were siphoned to Chinese profiteers and "squeeze experts" and never reached their destination . . .

—*Chicago Sun*

Criticism. A staff expert often can write authoritatively both as a reporter and commentator.

Montevideo, Uruguay—The world long has applauded tiny Uruguay for its advanced social legislation, but many economists here believe that the laws are too generous and the enforcement of some phases of them too lax for the country's own good. The social security pension funds are considered hopelessly insolvent.

Besides old age pensions, survivors' benefits and dismissal pay for employees, Uruguay can point to many other laws protecting the workingman. The eight hour day has been a law here for more than 30 years.

Compulsory is the closing between noon Saturday and Monday morning of all stores, shops and offices with certain exceptions, such as transportation services. Those industries excepted from the week end closing must give a comparable time off period to all employees at another time during the week.

Every employe must have a chair for his use when not busy. This is aimed at stores. Every employe with one year of service is entitled by law to a minimum of

14 days' vacation a year. A workman's compensation law covers injury to employes. Pregnant women workers receive definite leaves of absences, with their jobs protected for them.

But Uruguay has altogether too many persons sitting around on pensions, in the opinion of economists. All Latin Americans look forward to retirement on pay, but none has a greater passion for it than the Uruguayan. The pension system is referred to as "jubilacion" and the beginning of it is truly a jubilant day . . .

—*Milwaukee Journal*

By Al Nakkula

Saturday night's Buffalo Bill centenary program at the Theater of the Red Rocks illustrated the immense potential popularity of the natural theater, but it also showed that traffic problems have to be unsnarled before the theater can be put to full use.

A series of narrow winding roads provide the immediate approach to the huge outdoor theater, formed of huge slabs of red sandstone which have perfect acoustic properties.

Although the theater itself can accommodate more than 10,000 persons, handling the thousands of cars involved is a tough problem with present facilities, policemen who had the job Saturday night agreed yesterday.

Boos for Cranmer

It was obvious, from the lusty boos which greeted Parks Manager George E. Cranmer at the Buffalo Bill program, that the huge audience was irked at the handling of traffic and the city's policy concerning the theater.

Mr. Cranmer, who regards the Theater of the Red Rocks as one of his prize projects, considers it as primarily for events of cultural nature. Although no future bookings for the theater have been announced officially, it is understood that two concerts by Eastern symphony orchestras have been scheduled.

Need Not Be Cultural

The crowd of more than 10,000 persons which thronged the theater Saturday for a Western program, featuring Colorado talent only, indicates that the theater could be used for a wide variety of events—not only cultural programs.

The theater has been used only twice since its completion in 1941. At present there are two parking lots, a small one several hundred feet below the theater itself and a large one at the same elevation as the theater . . .

—*Denver Rocky Mountain News*

PREDICTIONS

On the basis of what is known already to have happened, the future often may be predicted.

Intentions. The straight news account may emphasize the intentions of those who take action in order to affect the future.

Washington, June 29.—(UP)—The House today sustained President Truman's veto of the Office of Price Administration extension bill, thus killing the measure which the President said would legalize inflation.

The action also will end all price controls tomorrow midnight unless Congress votes a straight extension of the present law, as requested by Mr. Truman.

The vote was 173 to override the veto and 142 to sustain it. The vote to override fell 37 short of the necessary two-thirds majority. With a total of 315 House members voting, 210 votes would have been necessary to override.

The action automatically killed the bill which Mr. Truman had vetoed only a few hours earlier. It made a Senate vote unnecessary.

A two-thirds majority of both the House and Senate is necessary to override a presidential veto.

Chairman Spence (Dem., Ky.) of the House banking committee sought immediate consideration of a resolution to extend the present price control law until July 20, but Representative Wolcott (Rep., Mich.) objected. Spence's move would have required unanimous consent of the House.

The objection means that any extension resolution now must be approved by the House rules committee and get a two-thirds vote of the House before it can be acted on.

Many House members predicted such a move would fail, thus periling all price controls unless emergency action is taken before the present price control law expires . . .

—Chicago Sun

Consequences. The effect of an event may be sought through a weighing of the possibilities resulting from it.

By George E. Jones

New Delhi, India, Aug. 23.—Moslem India is trying today to weigh the consequences of the fearful Calcutta riot. Generally, Moslems look upon the outbreak as a distinct setback to the Moslem League's separatist ambitions, wiping out all but the slightest vestige of support that Mohammed Ali Jinnah, the League's President, might have hoped to secure from the third parties in his "direct action" campaign against a unified India.

This opinion is held by League members themselves even though they insist that the Hindus and Congress party followers were to blame for the wave of murder and destruction that swept over Calcutta last week end.

When the Congress-dominated interim government is named here—which may be tomorrow—a large and influential segment of the Congress party is expected to demand an outside inquiry into the Calcutta rioting by a politically acceptable commission composed of, for instance, three or more high-ranking jurists.

This correspondent wrote recently from Calcutta that the most conservative estimate of the dead was 4,000. It is still—and may always be—impossible to obtain either the total number of dead or the exact proportion of Hindus and Moslems killed.

Nevertheless, few responsible persons believe that the death toll will stop at 4,000. Bodies are still being recovered and countless others were burned, hacked, or otherwise destroyed beyond recognition. One thing is sure: this is India's worse communal riot in 200 years, one that recalls the bloodiest chapters of a long history of conflicts and cruelty.

So great was the carnage that the Moslem League will suffer if only because a League Ministry holds office in Bengal . . .

—New York Times

Comparisons. Analogies serve to provide clues whereby to answer the query, "What next?"

An indication of what removal of rent control will bring to Chicago was given yesterday by a review of happenings in Illinois communities where rent ceilings were not imposed.

Although these communities were not made rent control districts because housing shortages were not considered acute in them, rents were boosted an average of 30 per cent. Some rents went up as much as 60 per cent.

The regional Office of Price Administration said that more than half of its rent problems arose in these noncontrol districts despite the fact that 83 per cent of the population of the state was under rent ceilings.

Control Was Sought

As rents went up, 14 counties in northern Illinois clamored for rent control, Rae E. Walters, regional OPA administrator, said yesterday. They were not taken over, he declared, because the agency lacked sufficient funds for the work.

Walters found other indications that landlords will not be satisfied with modest increases in rent. He cited experience with first rents set by owners of newly available housing units.

\$140 Boost Cited

One landlord, he declared, converted an unfurnished apartment renting for \$20 to a furnished apartment and upped the rent to \$160 a month. The OPA reduced that to \$40.

Tighe E. Wood, acting rent director in Chicago, pointed to skyrocketing commercial rents which are not under control and estimated that store rents had jumped 30 per cent in the last year and office rents 70 per cent. Wood said that a flood of evictions, possibly 10,000 of them a month, would result if controls were removed.

Rumors Cause Rises

Each new rumor of rent control in a no rent control area of Illinois caused a few landlords to boost rents a little with the idea they would be higher if control was instituted, Walters said. He explained that this was of no avail as it was customary to roll back rents to a base date when rents in the area were normal.

Thirty-four of the 102 counties in Illinois have rent control . . . —Chicago Sun

Forecasts. The reporter usually seeks authority for any prophesying.

Washington, D.C.—(AP)—A prediction of presidential approval was thrown behind the compromise OPA renewal bill Monday as senators dug in for a showdown fight over whether—and how—to revive price controls.

With the nation entering its second week since the war born agency expired, a Capitol Hill adviser to President Truman said he "has no doubt" that the chief executive would sign the measure if it passed in its present form. The measure would extend the OPA in modified form for one year and would wipe out rent increases made since the OPA died.

The official, who asked that he not be identified, emphasized that he was not attempting to forecast Mr. Truman's reaction if any of a new series of restricting amendments were written into the measure during its course through the senate and a senate-house conference committee.

Democratic Leader Barkley (Ky.) appealed Monday for quick revival of the OPA, saying that price rises reported in the last week emphasize the "need for resumption of controls."

Opening senate debate on the compromise legislation, Barkley also asked his colleagues not to "thresh over old straws" in discussing the controversial measure.

"We have already seen the results of one week of the lack of price controls," he said . . .
—*Milwaukee Journal*

Exposes. Usually possessed of so-called "inside dope," the paper's expert in a given field analyzes critically what "things to come" portend.

Robert R. McCormick, Chicago Tribune publisher, who cracks the whip—not always successfully—over the Republican party in the Midwest, will once more return to the role of absolute ruler of the party in Illinois on Aug. 15.

On that date the Chicago publisher will deliver the keynote address at the Governor's Day rally at the Illinois State Fair in Springfield. His appearance will constitute a formal acknowledgment by the party that he once more is the boss.

Down through the years the colonel has alternately fought and ruled the party. But when he steps on the platform in Springfield his grip on the G.O.P. in Illinois will be the tightest the party has known in many a year.

Event Called Off

McCormick was to have celebrated his return to power at a Lincoln Day dinner in Chicago in February. But some high-handed methods of using the dinner to finance party affairs was distasteful to him and Gov. Green called off the event.

The State Fair then was chosen for the accolade and the day is even more appropriate. Since February McCormick and the Tribune have completely revamped the Chicago and Cook County G.O.P., making his rule over the party complete and unchallenged.

Behind McCormick's return to power is the ambition of Gov. Green to get on the national ticket in 1948 and the Tribune publisher's long-range strategy to control Illinois' 58 votes in the Republican Presidential convention two years hence.

Alone, They'd Have Difficulty

Gov. Green couldn't get very far as a national figure without the Tribune's support and McCormick would have considerable trouble controlling the Illinois delegation and such votes as Green might pick up in Indiana and Iowa without the governor.

So they got together and agreed on a long-range program. It calls for election of a Republican mayor in Chicago in 1947 as the first objective.

If they can get Chicago under their belt, the Republicans are confident they can win the state for a presidential candidate in 1948 and put it in the Republican columns for president for the first time in 16 years . . .
—*Chicago Sun*

PROVIDING PERSPECTIVE

News does not consist only in specific incidents which can be written up with clear-cut inclusion of all of the 5 *w*'s. Ideas are news. So are ideologies, trends of thought, psychological situations and similar "intangibles." It is not highbrow to believe that it would be a better world if more newspaper readers were aware of social, political, economic and other "stresses and strains" which often must be written about without definite news pegs. The "think piece" is a comparatively old journal-

istic device, but its use constantly is being broadened to include areas previously reserved for research scholars.

Surveys. A reporter may be assigned to use the synthetic method to discover what an "overall" situation is.

The production picture in America today is brighter than is generally realized.

It shows signs that the log jam which has gripped industry these many months is breaking.

A Daily News survey of Midwestern manufacturers shows that production in many lines such as farm machinery, automobiles, factory equipment, railway supplies and highway repair and construction machinery, although spotty, is steadily approaching the peacetime levels that industry has been striving to reach.

The backlog demand in some cases is so great, however, that it probably will take months or perhaps even a year or more before the retail buyer can be supplied in the usual way.

Furniture manufacturers, to cite just one example, though approaching 1941 unit volume, will be able to supply only about one of 10 customers in the retail stores . . .

One encouraging note is the fact that strike notices filed with the Labor Department have taken a 25-per cent drop since July 1. Fewer than 100 notices were filed in the first week of July compared with 172 the week before and an average of 130 a week last spring.

International Harvester Co. reports "the best production in years" during the last six weeks . . .

The Carnegie Illinois Steel Co. estimates that its giant plant at South Chicago and Gary will produce 90 per cent of capacity this week . . .

Electromotive Corp. producing Diesel locomotives at LaGrange, reports that the plant's production lines are full for the first time in many months . . .

The Packard Motor Car Co. reported it had maintained full shop operations in June and expects to run 32 per cent ahead of June . . . —Chicago Daily News

Exposes. As the result of an innocent survey, a tip or follow-up of a suspicion, a reporter may "bring to light" an allegedly unsavory situation.

By Jack Pickering

Four children (and a fifth one coming) are existing today in as revolting a dump as you could find anywhere in Detroit's slums.

These children are living in two rooms in the basement of a house at 775 Vine-wood. The furniture consists of a lumpy-looking bed, a table, a bureau with odds and ends of clothes hanging out of the drawers, and a chair with one splintered piece of the back left.

The plumbing, what there is of it, is chronically plugged up, according to both tenant and landlady, and the place smells bad. Pocked and pencil-scribbled walls add to the squalor.

The case came to light when the father of the children, Harvey West, 29, complained that the landlady, Mrs. Annie Kennedy, was trying to force him to move out.

In the present case, one thing seems quite certain: The four children are getting a dirty deal.

The adult quarrel in this case boils down to approximately this:

West (who notified the papers, evidently feeling that he was being abused) says: That the landlady refused to accept money when he tried to pay the rent; that she doesn't keep the plumbing in repair; that she moved the furniture out of the "apartment" (except the enumerated pieces that remain) and locked him out. He broke the lock and moved back in.

Mrs. Kennedy's side is, roughly: That he owes \$248 and doesn't try to pay (he says he owes only \$190); that he and his family let the plumbing clog up, and made no apparent effort to keep the place clean, let alone sanitary.

Where the case stands legally, nobody knows . . .

—*Detroit Times*

More than 50 employees of County Treasurer Louis E. Nelson, a Republican, were found by a Chicago Sun reporter and photographers at the County Building yesterday busily addressing campaign literature for Thomas M. Daly, Republican candidate for City Clerk.

While thus passing time paid for by taxpayers, they had stacked beside them 400,000 of the city's 600,000 tax bills. Unless all the bills are mailed by Tuesday, the penalty deadline for nonpayment of the first installment will have to be extended from May 1 to June 1.

Precinct Lists Copied

The workers were copying voters' addresses from precinct lists on envelopes bearing the letterhead: Thomas M. Daly, 5008 Quincy st. Daly is an assistant attorney general.

Consternation developed after the photographers had taken a few pictures. Someone put in a phone call for Nelson, who was out for lunch.

Prendergast Called

Nelson grabbed another phone and called Police Commissioner Prendergast.

"They're taking unauthorized pictures in my office," he wailed. "Stop them."

A police squad was rushed to Nelson's first-floor office, but it was too late to nab the photographers. Meanwhile, William O. Freeman, head of the treasurer's own police, snatched one of Daly's envelopes away from the reporter in Nelson's second-floor office.

Nelson Reaches Scene

By that time the harried Nelson had arrived on the scene.

"I don't want my employees photographed while they are at work," he spluttered. "If there's any publicity, I want to be in it." . . .

—*Chicago Sun*

Stunts. In his *Alias Ben Alibi* Irvin S. Cobb has a managing editor, after hearing of the disciplinary measures used in a certain reformatory, assign a girl reporter to be tied up for an eight-hour period as were the inmates. At the end of the day the young woman was unconscious but revived to write an authoritative story on the nature of the punishment under discussion. In actual practice such similar stunts often serve the purpose of "bringing home" an important angle of the day's news.

By Earl Wilson

I have just taken a sanity test.

The psychiatrists, after examining me, were not overly optimistic, nor was I.

I played with blocks. I feverishly searched my brain for a synonym for the word "blood." I tried to piece together one of O. Soglow's cartoons after it had been jumbled. I took many other quizzes of the type that are in store for Robert Irwin, the slayer of Beekman Hill, when and if he enters an insanity plea in the murder of Veronica Gedeon, her mother and their border, Frank Byrnes, last Easter.

Right from Wrong, C. 1840

All this was to determine whether I know right from wrong, for Irwin, under an old-fashioned, 94-year-old law, can escape the chair if he can prove he doesn't know right from wrong.

Languishing in the Tombs, the biblical-bent sculptor can mull over some of my difficulties.

I quickly got into trouble when I faced the question, "Does liquor make you quarrelsome?" I gave a truthful reply, to wit, "Yes." Be hereby warned that completely sane folks would reply "No."

A grave shaking of the head, accompanied by dark looks, came from Dr. Walter Bromberg, director of General Sessions Court Psychiatric clinic, an offshoot of Bellevue hospital, when I told him that a few scotch-and-sodas would put me in a mood to whip not only my wife, but also any bartender in New York City.

Gay, Indeed!

"Whiskey," he said, accusingly, "is supposed to make you pleasant, mellow and gay. (At least this is what I hear.) And if it doesn't there must be something wrong with you."

"Or," he reflected, "the whiskey."

He solemnly added, "It's possible that you are suffering from a dangerous type of schizophrenia, which we psychiatrists also call dementia praecox, and should be locked up!"

Then a young man with spectacles, bushy hair and a breath-taking vocabulary flung a pile of books at me. . . .

—New York Post

Résumés. A reporter who has been close to events as they occurred can bring them together into a connected story "of the whole," considering the happenings of months or years as a single story.

By Saville R. Davis

London, July 27.—Two great and conflicting trends in British foreign policy have struggled at cross purposes during the first year of the Labor Government.

What labor wants more than anything else is to establish a genuinely Laborite foreign policy, working with moderate reformers everywhere to raise the living standards of the masses and to lay a world economic foundation for peace.

Only the barest beginning on this policy could be made.

Russian Shadow

Running counter to this objective at nearly every point was the problem of Russia which had first priority during the year. The peace treaties had to be drafted, and

this brought on a military struggle for security and a political struggle against communism which has dominated all else.

To counter the Russian claims Britain felt reluctantly obliged to support conservative regimes throughout the Mediterranean and Middle East and to act frequently against its socialist principles.

Moreover, everywhere but here socialism has been ground between the millstones of conservatism and communism, so that labor's dream of a moderate democratic workingman's International has been in eclipse.

Therefore, Foreign Minister Ernest Bevin in his first year has acted more like a traditional British foreign secretary facing a grave threat from a foreign power than like a Socialist policy maker representing a newly established government of deep reformist idealism.

The most significant trend of the year, nevertheless, has been the increasing impatience of Mr. Bevin and the Cabinet with this frustration and the fact that Socialist policy now is breaking through to the surface.

Pivotal Egypt and India

The surest evidence of this is the attitude of the Conservative Opposition. Until the Government's openhanded promise of liberation to India with a very minimum of strings attached, the Conservatives were eating out of Mr. Bevin's hand. Then they began to object, and when Egypt was given a pledge of respect for its sovereignty, the full chorus of opposition was in full cry. . . . —*Christian Science Monitor*

Atmosphere. The "currents of thought," prejudices, attitudes, beliefs and policies which determine how those who make news think and act, when understood, make the overt incident understandable.

Between the Negro Doctor of Philosophy and the Negro sharecropper lies a tremendous education void. How to bridge the chasm is one of the major problem facing Negroes today.

A Negro professor of high reputation at a large New York University expressed the problem this way:

"There are too many Negro professors, and not enough trained technicians.

"There are too many Negro teachers and too few Negro men and women trained for commerce."

Most responsible Negro leaders today are opposed to classification of certain issues as "Negro problems," and others as "white problems." They are weary of protesting and appealing. And in regard to Negro education, they feel that the picture of drastic unevenness of opportunity in public school education, should concern all Americans, black and white alike.

But they are well aware that there is widespread indifference to the problem. "Otherwise," they ask, "why would the condition be permitted to continue year after year?"

Educational inequities in the United States are not confined to Negroes, of course. Selective Service examinations have given impelling evidence that educational opportunities vary sharply from state to state for persons of all races.

However, regional customs, encouraged by a lack of uniform public education standards throughout the United States, and other factors, have resulted in a rela-

tively rigid education pattern for Negroes. Even Negroes who are able to attend college often are obliged to conform to the limiting traditions and educational practices . . .

—*Christian Science Monitor*

Situations. More specific than the atmosphere story, the situation story also analyzes "beneath-the-surface" forces in relation to a specific problem or news incident, past, present or anticipated.

By Michael L. Hoffman

Paris, Aug. 23.—The establishment of a monetary and financial system for an independent Trieste and the problem of financing an anticipated deficit in the territory's international accounts is now occupying the attention of several delegations to the Conference of Paris. Prospects, on the whole, are discouraging.

Although the conference is by no means out of the woods politically on the Trieste question, the time is approaching when concrete proposals in the monetary and financial field will have to be drawn up. So far only the Yugoslavs have made public their ideas, which are simply that the area would be linked completely with Yugoslav economy in both currency and customs regimes.

While the United States, British and French delegations have no crystallized ideas, they are unanimous in opposing Yugoslav suggestions that would place the area under Yugoslav exchange controls and rupture its ties with Italy.

However, there are a number of ideas in the air on which there seems to be a substantial amount of agreement among the experts of the Western delegations. Foremost among these is the view that an entirely separate currency must be established.

Modern monetary systems being what they are, currency independence is an essential condition of independent control over the foreign trade and even the internal budget of the territory.

This would not be true if either the Italian or Yugoslav currencies were "free" in the sense of being freely convertible into foreign exchange at the option of banks or even of a central bank. But this is not the case and there is no possibility that it will be in the foreseeable future.

It also is likely that a new bank would have to be established to administer whatever form of exchange control was set up and to act as a bank of issue.

The currency probably would be pegged to the United States dollar and possibly also to the pound sterling. Before either could be done, however, the area would have to acquire some foreign exchange reserves . . .

—*New York Times*

Trends. Any middleaged person knows that "times have changed" since he was a youth. It is not so easy to be aware of trends at the time, however, but reporters, acting as social philosophers, can do it provided they have adequate educational backgrounds, or proper assistance from news sources.

Despite the shift of population to urban centers in recent years, the rural church in Wisconsin is "holding its own," state leaders of five denominations reported Friday. Their reports covered 389 country churches in the state.

Although the number of churches in rural areas declined during the last decade, total membership of the surviving institutions has shown slow but steady gains. All denominations reported marked increases in church giving during the war years.

The major problem confronting rural churches everywhere is the lack of adequately trained ministers—men who know the rural community and understand people. The rural pastor should have a thorough knowledge not only of religion and church management, but also of agriculture, church leaders believe. They cite the need of ministers who can develop the country church into the community center it was in former years. . . .

—*Milwaukee Journal*

By John A. Thale

Madrid.—The Spanish government is giving every indication of moving in all ways possible to strengthen its ties with Argentina.

It is highly likely that some of the actions and accomplishments of President Juan Domingo Peron of the South American republic have caught the favorable attention of Generalissimo Franco.

In addition to cultural bonds, close economic ties with Argentina are important to Spain.

Argentina is a good source of grain and other supplies sorely needed here.

Spanish economy naturally is hard pressed, after two and one half years of exhaustive civil war, followed by five years of world war which cut off Spain's supplies and trade routes.

Spain also is keenly interested in the assumption of independence by the new Philippine government on July 4.

The Spanish position is that it was the cultural and political work done by Spain's officials and Catholic missions for many years before it lost the islands to the United States in the Spanish-American war that gave the Philippines their historical background and the maturity that helped them claim their independence.

—*Chicago Daily News*

Setting. Much news requires a knowledge of places, persons and events to be understood.

Biographical. A sidebar may confine itself to biographical facts to satisfy those who ask "Who is this fellow?"

The role of public servant is a new one for Charles John Whipple, 61, who yesterday was unanimously elected president of the Board of Education.

He never had filled a public post before Mayor Kelly appointed him to the school board last September.

He was used to the role of private citizen and big businessman.

He was president of Hibbard Spencer Bartlett & Co., hardware distributors, of which his father before him was an officer.

And he's at home on boards of directors—those of the First National Bank of Chicago, and Santa Fe Railroad and five other corporations.

Public spirit and an active conscience, those who know him say, made him accept a place on the board after he was recommended to Mayor Kelly by the citizens' commission on School Board Nominations.

But, used to the greater privacy of business, he occasionally has found school board experiences unpleasant.

"He felt very bad when the papers mentioned so persistently that he was missing a board meeting this winter," a fellow-member reported.

"He's conscientious and not used to criticism, and it's very hard on him."

Reporters covering the school board at first thought Whipple had "too much of a bank director's manner" in dealing with the press.

"He's not used to having to answer questions," they commented. "He's used to handling private, not public, affairs."

When former president James B. McCahey made Whipple chairman of the board committee to find a new superintendent, the latter performed in a way that drew the praise of a committee member and applicants.

Business demanded that Whipple miss the committee's interviews with two candidates. At considerable pains to himself, he "filled in" later by seeing one in Chicago and the other in California.

"Golf's my hobby—and I'm not as good as I used to be," Whipple smiled today.

"I get to the office before 9, except in summer when I live in Barrington, and stay till 5.

The new school board president is 6 feet tall, gray-haired, conservatively dressed, pleasant in speech, but not talkative.

He and his wife live nine months of the year at 223 E. Walton pl.

They have a married daughter who lives in Pittsburgh, and a married son, Charles J., Jr., who lives at 2759 Gerard av., Evanston, and is a Chicago salesman for his father's firm.

Whipple attended Chicago elementary and secondary schools, and has an engineering degree from the University of Michigan.

He is a member of the Chicago, University and Tavern clubs and of Barrington Country Club.

—Chicago *Daily News*

An experienced reporter's reminiscences may add considerably to an understanding and appreciation of the immediate news.

By Frederick Kuh

London, Oct. 2.—I have known Hermann Goering for the last 18 years and as this acquaintance is about to be terminated abruptly, it seems timely to produce a reminiscence of Hermann the Vermin.

My most interesting recollection of the man is the forecast he made nine years ahead of the event of World War II. Even now the candor with which he confided the Nazi plan for conquering Europe is as amazing to me as the two crude miscalculations which he included in his preview of Germany's destiny.

Conversation in 1930

Our conversation occurred in October, 1930. We met alone at lunch at a small restaurant in Berlin's Dorotheenstrasse, about five minutes' walk from the Reichstag, which Goering was to set afire two and a half years afterward. Toward the end of our meal Goering unfolded his vision of Germany's mission as he recited the plan for German aggression to be launched as soon as a rearmed Reich was powerful enough to risk war.

"We shall attack France and vanquish her," he declared. "We shall regain our lost territories."

"How?" I asked.

Red Alliance Predicted

"We shall conclude an alliance with Russia," Goering went on, "and together with the Red Army we shall crush France."

I asked whether he felt any uneasiness lest in a German-Russian alliance Germany might slip into the position of Russia's junior partner.

Goering's reply disclosed that he and his Nazi co-chieftains had even then taken into account the factor of the Soviet Union's growing power.

"As soon as we and the Russians have beaten France," he answered, "we Germans will turn on the Red Army and annihilate it."

The events that began nine years later bore some resemblance to, but also some startling differences from, Goering's prophecy.

Goering in Earnest

A chance morsel of information which came my way at that time confirmed that Goering was in deadly earnest.

Among my other Berlin acquaintances was Hans Wagner, a young Berlin industrialist who owned a factory which produced mosaic tiles. A guest at dinner in our home one evening, Wagner indiscreetly told of an order Goering had recently placed with Wagner's firm. The order was for a new map of Germany made of glazed tiles and intended as an ornament in Goering's private house. The map, Wagner explained, placed inside Germany's boundaries not only Alsace Lorraine but also big slices of territory to the south and east of the Reich.

Pact Comes About

The restaurant chat with Goering recurred to me almost nine years later when a gasping world inhaled the news that Joachim von Ribbentrop and Vyacheslav M. Molotov, meeting in the Kremlin, had signed a pact of neutrality and friendship between Germany and Russia. Goering had guessed badly when he foretold a German-Soviet "alliance," but he and Hitler on Aug. 23, 1939, went some distance toward accomplishing part of their program by neutralizing Russia.

Another detail on which Hermann had gone much further astray was in leaving out of sight the prospect that when Germany turned against her Russian "partner" it might be the Red Army in concert with the Western Allies which would destroy German power.

I first met Goering in June, 1928. He was then one of the tiny band of 12 Nazi deputies in a total Reichstag membership of 491. As Berlin correspondent of the United Press, I was writing an article on the fate of Germany's World War I ace, Baron Manfred von Richthofen. . . .

—Chicago Sun

Geographical. Travelers find it easier than stay-at-homes to visualize news occurrences in places where they have been. Next best is to read an adequate account by another who is acquainted with the area.

By Joseph G. Harrison

To see the Holy Land and not fall under its spell would be as unthinkable as seeing the Atlantic Ocean for the first time and turning away unmoved. For, "from Dan

even to Beersheba," the ancient land of Palestine still wields the power to stir all those who set foot upon it.

Nor can present misfortunes, however heavily they bear upon those experiencing them, succeed in diminishing the depths of feeling aroused in Christian, Jew and Arab by this small and parched strip of hilly earth along the eastern end of the Mediterranean. Its countless calamities, of which the Prophet Jeremiah spoke when he said "the land shall tremble and sorrow," only heighten the interest of mankind in this unique bit of little country.

Perhaps this is because, no matter how deep the tragedy or how final the destruction, Palestine seems to generate a sort of hope and faith that better days will come, days which will, in the words of Isaiah, "create Jerusalem a rejoicing."

Centuries Spanned in Minutes

To those given an opportunity to travel in the Holy Land, it is a rich experience. The difference between the life in such an all-modern city as Tel Aviv and that led by the Bedouin tribes of the desert of southern Palestine is literally that separating the 20th century from the age of the Biblical patriarchs.

This contrast is well seen on the two-hour drive from Jerusalem to Beersheba. Beyond Bethlehem it is a familiar sight to see a white-robed Arab plowing behind a plodding ox, while his wife and numerous children glean in a nearby field or rest beneath a tiny tent spread in the shade of a lone, stunted tree.

Still farther, beyond Hebron, the land flattens out, the trees disappear, the wind grows hotter, and instead of houses, one is likely to see a black Bedouin tent against the sky line. It is the beginning of that vast desert which sweeps southward until it merges into Arabia and Egypt's Sinai Peninsula.

Here lies the Arab city of Beersheba (called by the Bedouin Bir-es-saba or the Well of the Seven Wells), where Abraham dug for water and where he planted a grove. There are still a few trees in that dusty sun-drenched town, and the Arabs will point out to you the well supposedly sunk by the patriarch.

North of Jerusalem life moves faster than in the tradition-bound land to the south. Along the shore of the Mediterranean, in portions of the Jordan River Valley, and, above all, in the area stretching from the Sea of Galilee to the coast, are the prosperous settlements of Zionism. . . .

—*Christian Science Monitor*

Historical. To know how things or persons "got that way," historical perspective often is necessary.

By William Fulton

London, June 29.—The arrest and stabbing a few days ago of Jawaharlal Nehru, president designate of the India Congress party, in the province of Kashmir, on orders of the ruling maharajah, Sir Hari Singh, has focused the spotlight here on the whole feudal system of the Indian princes, propped up on their thrones by the British army.

The absolute rule of Sir Hari, who recently was included in the king-emperor's honors list as a knight of the grand cross of the royal Victorian order, dates back to the famous proclamation by Queen Victoria in 1858. The Queen said: "We shall respect the rights, dignity, and honor of the native princess as of our own."

Since that time the British, by force of arms, have kept nearly 600 Indian poten-

tates on their thrones. These absolute rulers have returned the favor by granting the British trade, communications and transportation monopolies in their states.

Pass Law Gagging Press

Fearing dissemination of news about their activities, the rulers caused to be passed in 1922 the act for the Indian states' protection against disaffection. This law, designed to blindfold the public, applies to all of British India. A pertinent article reads as follows:

"Whoever edits, prints, or publishes or is author of any book, newspaper, or other document which brings or is intended to bring into hatred or contempt or excites or is intended to excite disaffection toward any prince or chief of state in India or the government or administration established in any such state shall be punishable with imprisonment which may extend to five years or with fine or with both."

Princes' Status in Doubt

Where the princes will stand if the free Indian state finally emerges from the tortuous negotiations now under way in India, is a matter of conjecture. Experts are betting that the British will wind up with some kind of a joker, holding the Indians within the walls of imperial preference. Complete freedom of action might turn India toward trading with the Americans, it is feared. —Chicago Tribune

Psychological. Fads and fashions change, popular ideas become unpopular, attitudes and ways of behavior become outmoded. To interpret trends in public opinion a writer must understand social psychology or at least be capable of interviewing and reporting correctly what experts in that field say. The following example should be compared with a straight news story on the same subject on page 657 to note the difference between mere reporting and interpretation.

By Arthur J. Snider

A psychologist opened the door on Richard today and found that the new song craze is largely an expression of frustration that seems to go along with postwar readjustment.

The plaintive tune, now sweeping the saddle shoe set and finding astonishing popularity among grownups as well, mirrors a people's mood, the scientist said.

"It's a mood nursed by a period of unsettled conditions," declared Dr. David P. Boder, professor of psychology and director of the Psychological Museum at the Illinois Institute of Technology.

"The words of the song aren't the important thing. In fact, the repetition of the nonsensical lyrics gives people a chance to read into the song any meaning they wish, whether it be a complaint against the housing shortage, lack of automobiles or any problem they can do nothing about."

For those who haven't yet been exposed to this new storm which has struck Tin Pan Alley, "Open the Door, Richard" appears to convey the wail of a tippler who comes home in his cups and finds himself locked out.

But, according to Dr. Boder, this interpretation could not account for the persistent, haunting popularity of the song whose recording sales, like the lyrics, go on and on and on.

"Songs, such as this one gain popularity in times when moods are weary and conditions are unsettled," Dr. Boder pointed out.

"It is an attitude that psychologists call 'perseveration.' This is a tendency toward aimless repetition of acts and ideas which frequently grip the person who is frustrated or worried."

The song, he explained, is by no means an expression of hopelessness and despair, but rather one of annoyance at having to mark time until landlords again beg for tenants and cab drivers will take passengers where they want to go.

Meaningless lyrics are nothing new in modern song-writing technique, Dr. Boder recalled. The "Hut Sut Song" and "Mairzy Doats" are two recent examples.

"This recourse to unintelligible double talk and gibberish are rooted in the same underlying factors that reveal themselves in the makeshift language of Danny Kaye and the writings of Gertrude Stein," the psychologist said.

Dr. Boder, who devotes a share of his research time to the psychology of language, also ventures an explanation for the selection of the name "Richard" instead of Mike or Pete or Steve.

"The 'r's' of Richard fuse with the 'r' in the preceding word 'door,'" he pointed out, "and it is this phenomenon or word fusion that often characterizes the speech of the bored and weary."

He had a word of hope for those who find the song discordant or chafing.

"The surge of catchy novelty lyrics usually is short-lived," Dr. Boder explains. "The futility of their content soon becomes obvious and arouses a negative reaction, or what we call an 'inhibitive or blocking' reaction." —Chicago Daily News

Ideologies. The differences on specific issues between New Dealers and Old Dealers, liberals and conservatives, Catholics and Protestants, trade unionists and industrial unionists, and many others result from more fundamental differences in ways of thinking. The chances of reconciling differences peacefully increase with mutual understanding of each others' mental processes. The newspaperman capable of contributing to such public enlightenment performs a great service.

By Robert Lasch

One of the big obstacles to Soviet-American understanding is the Marxist ideology. Foreign Minister Molotov illustrated the difficulty at Paris last week when he denounced America and Britain, by inference, as greedy capitalist powers which had coined profits out of the war, and were now out to "exploit" the rest of the world.

That is the standard Marxist viewpoint on capitalism. The irresistible force of history, according to the gospel, drives capitalist countries to behave in rigidly formalized ways. They are exploiters *ipso facto*. They are war-mongers by definition. They are compelled by "inner contradictions" to crush the workers until the oppressed throw off their chains by violent revolution. By a "law" of its own nature, capitalism subjects the people to violent economic fluctuations, and when it proves unable to solve the problems arising therefrom, resorts to foreign war as means of keeping the people in slavery.

Such is the theory on which the Russians apparently conduct their foreign policy.

It has just enough facts behind it to make it superficially attractive. But the theory has been proved false so many times that one wonders how it retains so much vigor and vitality among the Marxists.

Theory Missed Fire

Once it was a part of the theory that revolution occurred only after capitalism had run through its allotted cycle. But the first successful Marxist revolution took place in one of the least industrially developed countries, and the theory had to be revised.

According to pure Marxism, it would have been impossible for capitalist powers to collaborate with a communist power in a war against fascism. But the collaboration took place. While that was happening, Marxist theory retired into temporary seclusion. Now it is enjoying a robust revival; apparently Moscow has returned to the conviction that a gulf of hostility and mutual suspicion must always separate capitalist and communist countries.

The big error of Marxism is its faith in the "ism."

For when you think of society in terms of "isms" (economic determinism, capitalism, communism, imperialism) you inevitably fix attention on the blacks and whites and forget that there are grays. The Marxists deny the importance of the individual in determining the course of history, but the fact is that not everything can be explained in terms of broad social or economic movements responding to invariable "laws." . . .

—Chicago *Sun*

CHAPTER XIV

KEEPING IT FRESH

"RE-WRITE"

By *H. G. Lustfeld*

I sit at a "mill" and pound copy,
They call me the re-write man,
I fill dead yarns with new "hoppy"
And turn them out live as Pete Pan.
A president's wise declaration
And a judge's ponderous tome
Are filled to the gun'ls with errors,
But I make them shine like a po'em.

The Managing Editor writes a story.
It looks like his own kid's first try;
I turn the damn thing around backwards,
When the lino men see it, they cry.
A leg man phones in a hot one
Of a mad man, a girl and a cop.
The heart throb I write is a lolly—
The reporter's name goes at the top.

To my ear comes the voice of a city
Telling tales of sorrow and vice;
Of thousands lavished on lap-dogs
And scant funds for poor babies' ice.
Grim tragedy follows with humor
And the great melodrama of Life
Comes pulsing over the wires
In constant tumultuous strife.

Though I only sit in the office
With a telephone strapped to my head,
I am right at the scene of all happ'nings;
I commune with the quick and the dead.
I am there when the sea-conquering hero
Is welcomed with salvos of joy,
And I wait at the side of a mother
For word from her over-due boy.

But it's all so damnably useless,
For the ever-swift passage of time
Erases e'er it Exposes
And the best story's not worth a line.
Comes the dismal whine of the siren
As the ambulance sways down the street;
'Tis the cry of the Banshee Misfortune
Of the end we are all soon to meet.

When the Great Blue Pencil writes
"Thirty"
At the end of my copy of Life,
I yearn for no peaceful hereafter
Away from the city-room's strife.
I want, when my Last Page is written,
And the Editor says that I can,
Just to sit at a "mill" and pound copy;
I'll still be an old re-write man.

- I. Rewrite
 - 1. Camouflaging the Rewrite
 - 2. Picking the Feature
 - a. Buried Feature
 - b. Secondary Feature
 - c. Follow-Up Feature
 - d. Comprehensive Lead
 - e. Combined Stories
 - f. Local Angle

- II. Copyright
- III. New Leads

REWRITE

THE DAY OF THE MAJOR "scoop" is past. If one is obtained today, the beaten newspaper immediately gets on the job and tries to retrieve its lost prestige by beating its rival with the follow-up story. In no event should a newspaper borrow or steal an important story from another paper without an attempt at verification.

Newspapers, however, do "borrow" minor items for rewriting purposes, often without waiting to verify them. Whenever an edition of a rival newspaper appears, someone reads it carefully for such news as may be worth following up or rewriting. Stories which must be followed up or verified are given to reporters or rewrite men for that purpose. Other items, however, are rewritten immediately.

Rewrite as used here must be distinguished from rewrite in its newer sense of writing information received over the telephone from leg men. Stories in the earlier editions of one's own newspaper may be rewritten for later editions, when new facts are obtained or for reasons of space, clarity, etc.

Stories appearing in papers outside of the immediate community also are rewritten if of local interest. Reports and material sent in by press agents in mimeographed or printed form are rewritten to assure the papers of stories which do not read the same as those in other papers. Some papers run a column of news briefs or oddities from the exchanges and the day's report. These items often are "boiled down" to a mere paragraph each.

Much of the work of minor rewriting may be given to young reporters, as it is relatively easy to check errors in rewritten copy; and the material usually is of secondary importance. The rewritten story ordinarily is shorter than the original.

Camouflaging the Rewrite. The main purpose of the rewrite man is to write an item which will sound as though it had been written upon original information. In other words, the source of the material (the

original article, report, handout, etc.) is concealed. A trained newspaperman frequently can detect a rewritten story, especially when the original item appeared in his own paper; the reader, however, cannot.

Newspapers have been known to print deliberate fakes in the attempt to discover whether a rival is "lifting" its stories. Usually these hoaxes contain some name or expression to make it possible later to prove the rival's plagiarism. For instance, one editor ran stories of a Prince Lirpa Loof who would visit the community. After the other paper rewrote the story and elaborated upon it for several days, the first editor proved the news theft by pointing out that Lirpa Loof is "April Fool" spelled backwards.

Picking the Feature. The rewrite man must obey the rules of good news writing which, among other things, means that the lead of his story must play up the feature of the item. The difficulty of the rewrite man is obvious when it is realized that this feature probably already was played up in the original story. The poorer the first story the easier the task of the rewrite man who must do more than merely restate or reword the original lead.

The rewrite man, with no facts in addition to those of the original story, therefore, asks himself several questions, including:

1. Did the writer play up the real feature of the story or is it buried some place in the article?
2. Is there another feature of equal or almost equal importance as the one which the writer used, that might be played up?
3. Can I make my story read like a follow-up story by emphasizing the latest developments mentioned in the first story, or by suggesting the next probable consequence?
4. Can I write a comprehensive lead which will interpret this item of news in the light of other news?
5. Is there any other news today with which I can combine this story?
6. In the case of stories appearing in publications outside of the immediate community, is there a local angle that can be played up?

Buried Feature. If the writer of the original story has missed the feature, the task of the rewrite man is simple, as:

ORIGINAL STORY

The question of submitting to the voters of Milltown at a special election Mayor A. L. Hunter's proposal to issue \$400,000 worth of street improvement bonds again was the major "bone of con-

REWRITTEN STORY

Milltown voters will decide Sept. 14 at a special election whether the city's bonded indebtedness shall be increased \$400,000 to finance Mayor A. L. Hunter's street improvement program.

tention" at last night's City Council meeting.

Ald. Joel Oldberg, 15th ward, presented a list of streets which he said are badly in need of repair and urged the holding of the special election. Opposing him was Ald. Arthur West, 21st ward, who said the city already has too large a bonded indebtedness.

After three hours of debate the Council voted 21 to 17 in favor of Alderman Oldberg's motion to call a special election Sept. 14.

Decision to submit the matter to voters was made by the City Council last night after three hours' debate. The vote was 21 to 17.

The motion was passed over the opposition of Ald. Arthur West, 21st ward, who argued that the city already is heavily indebted. Maker and chief supporter of the motion was Ald. Joel Oldberg, 15th ward, who presented a list of streets which he says need repairs.

Secondary Feature. Note in the following example how the rewrite man found a second feature equally as important as the one played up in the original story.

ORIGINAL STORY

Loss of between \$75,000 and \$100,000 resulted from a fire which raged for three hours early today in the Central Chemical company plant at Calumet City. The plant, which manufactured nitric acid, was a subsidiary of Wilson & Co., packing firm.

Spontaneous combustion is believed to have been the cause of the fire which was noticed about 2:30 A.M. by two workmen, only occupants of the building at the time. In the attempt to save acid valued at about \$50,000 in storage tanks, the two men, Abel Puffer and Jared Bean, shut off safety valves to the tanks.

Exact loss cannot be determined until the tanks are opened today and tests made as to whether water reached their contents. Because nitric acid is highly inflammable Hammond and Calumet City firemen were in constant danger as they fought the fire.

REWRITTEN STORY

Firemen of Hammond and Calumet City braved the dangers of huge stores of highly inflammable nitric acid yesterday to battle a fire which destroyed the Central Chemical company plant at Calumet City. The loss was estimated at \$75,000 to \$100,000.

The plant, a subsidiary of the packing firm of Wilson & Co., is devoted entirely to the manufacture of the acid. Quantities of acid valued at \$50,000 were in storage tanks.

The blaze raged for three hours. The acid tanks will be opened today to determine whether water seeped into them and spoiled the stores.

Two workmen, the only persons in the plant, shut off safety valves to the tanks when the fire began, apparently from spontaneous combustion.

Follow-Up Feature. In rewriting the following story the writer certainly was safe in assuming the next probable consequence. Note how this story contains a tie-back and reads as a follow-up story, although no new information is included:

ORIGINAL STORY

After strangling her three baby daughters with a clothesline, Mrs. Gilda Heyda last night hanged herself in her home at 423 S. Reba street.

The bodies of the three girls, Roberta, 4, Ruth, 2, and Hazel, four months, were discovered by Mrs. Sylvia Priem, mother of Mrs. Heyda when she arrived about 8 P.M. for a visit. The children were lying on a bed with the body of their mother nearby.

The father and husband is Wilfred A. Heyda, unemployed carpenter, believed to be somewhere in the middle west on his way to Texas to seek employment.

Chief piece of evidence at the inquest which was to open this morning will be a note to her mother left by Mrs. Heyda, reading:

"It's pretty good! Wilfred had kids and can't even send them a card while on a trip."

Heyda left three weeks ago and was last heard from in Cincinnati from where he expected to go to Indianapolis, Chicago, Springfield, Ill., and St. Louis before heading for the southwest.

Police believe Mrs. Heyda's act resulted from loneliness because of her husband's absence and failure to write more frequently.

REWRITTEN STORY

Somewhere in the middle west today tragic news followed a father who is in pursuit of employment to support his wife and three small daughters.

The young husband and father, Wilfred Heyda, unemployed carpenter, was sought by authorities who were to inform him his wife, Mrs. Gilda Heyda, strangled their three baby girls and then committed suicide last night in their home at 423 S. Reba street.

As an inquest opened into the deaths this morning police expressed the belief that Mrs. Heyda had become despondent from loneliness. She left a note to her mother, Mrs. Sylvia Priem, saying:

"It's pretty good! Wilfred has kids and can't even send them a card while on a trip."

The last word from the father, who left home three weeks ago, was from Cincinnati. From there he wrote he was on his way to Texas by way of Indianapolis, Springfield, Ill., Chicago and St. Louis.

The slain children were Roberta, 4, Ruth, 2, and Hazel, four months. Their bodies were discovered by Mrs. Priem lying on a bed when she came to visit. Nearby was the body of Mrs. Heyda who apparently had used a clothesline to strangle her daughters and then take her own life.

Comprehensive Lead. The rewrite man's knowledge of recent news events is valuable. In the following example the writer was able to supply additional information out of his memory. If time permits and the story merits the trouble, the rewrite man may consult the newspaper's library and reference department to obtain information of this kind.

ORIGINAL STORY

Virgil Miner, 17, son of Mr. and Mrs. Charlton Miner, 386 Coates street, last night won first place in the annual state high school extemporaneous speaking contest. Speakers from 11 other high

REWRITTEN STORY

For the second time in five years the Milltown high school entry won first honors in the annual state high school extemporaneous speaking contest when Virgil Miner last night was declared the

schools competed at Beardstown Municipal auditorium.

Representing the local high school, Virgil drew "Neutrality" as his subject. All contestants were given 30 minutes in which to prepare and each spoke ten minutes. Judges were . . .

winner at Beardstown Municipal auditorium.

Three years ago Leland West, now a student at Booster college, won the contest which was held at Lincoln. By an odd coincidence both boys drew the same topic, "Neutrality."

Virgil is the 17-year-old son of Mr. and Mrs. Charlton Miner, 386 Coates street, and a senior at the high school.

Rules of the contest give each entrant 30 minutes in which to prepare to give a ten minute speech. Twelve students competed last night. Judges were . . .

Combined Stories. The following example shows how one rewrite man combined two items into a single story.

ORIGINAL STORIES

Losing control of his automobile when a butterfly flew against his face, Edgar Lewis, 33, 1301 Sherman street, crashed into a fire hydrant about 6:30 P.M. yesterday at the northwest corner of Simpson and Michigan streets. He was taken to Municipal hospital with only minor bruises.

Sylvester Finger, 28, 1428 Grove street, is in Municipal hospital today with two fractured ribs as the result of an automobile accident about 7 P.M. yesterday. Finger's car struck a telephone pole at the southeast corner of Michigan and Central streets after he took his hands off the steering wheel to drive away ants which were crawling on his ankles.

COMBINED STORY

Insects were responsible for two odd automobile mishaps in Milltown early last evening.

Ants crawling on the ankles of one driver led to a smashup which sent him to Municipal hospital with two fractured ribs. In the other accident a butterfly flew against the driver's face and caused him to lose control of his machine.

The injured man is . . .

Local Angle. The rewrite man who reads newspapers from other cities, official reports and documents, press agent material and the like, should look for a local angle to feature, as:

ORIGINAL STORY

Peoria Newspaper

A state-wide membership drive of the Fraternal Order of Leopards will be planned here next Thursday at a meet-

REWRITTEN STORY

Freeport Newspaper

Lowell Watson, 34 W. Bushnell place, commander of the local chapter of the Fraternal Order of Leopards, will attend

ing of representatives of the eight original chapters in as many cities.

Goal of the campaign will be 25 chapters and 2,000 members before July 1, according to J. S. Kienlen, Peoria, state commander, who called the meeting.

Cities to be represented at Thursday's meeting and delegates are: Wayne Lueck, Danville; R. S. Kirschten, Cairo; Lowell Watson, Freeport; S. O. McNeil, Aurora; Silas Layman, Springfield; Richard Yates, Elgin; O. L. Moss, Bloomington, and Mr. Kienlen.

an organization meeting next Thursday at Peoria to help plan a state-wide membership campaign for the order.

Representatives from all eight original Leopards chapters in the state will take part in the meeting called by J. S. Kienlen, Peoria, state commander.

Objectives of the proposed campaign is a membership of 2,000 and 25 Illinois chapters. To attend Thursday's meeting, in addition to Watson and Kienlen, are:
...

COPYRIGHT

Both the Supreme court of the United States and the Conference of Press Experts, called by the League of Nations in 1927 at Geneva, have denied the right of any newspaper to claim exclusive rights to any item of news.

The Geneva conference passed the following resolution to cover this much-debated matter:

The Conference of Press Experts lays down a fundamental principle that the publication of a piece of news is legitimate, subject to the condition that the news in question has reached the person who publishes it by regular and unobjectionable means, and not by an act of unfair competition. No one may acquire the right of suppressing news of public interest.

The Conference affirms the principle that newspapers, news agencies and other news organizations are entitled after publication as well as before publication to the reward of their labor, enterprise and financial expenditure upon the production of news reports, but holds that this principle shall not be so interpreted as to result in the creation or the encouragement of any monopoly in news.

And the Supreme court in a decision handed down Dec. 23, 1918, in the case of the Associated Press vs. International News Service, declared in part:

... Except for matters improperly disclosed, or published in breach of trust or confidence, or in violation of law, none of which is involved in this branch of the case, the news of current events may be regarded as common property. ... Regarding the news, therefore ... it must be regarded as quasi property, irrespective of the rights of either as against the public.

Thus it is seen that rewriting a copyrighted article is not an infringement of the copyright laws, but that it may be restrained as unfair competition without reference to the copyright provisions.

A newspaper which wishes to rewrite or quote a copyrighted article appearing in a rival newspaper, either buys the copyright privilege or requests permission to quote. In either case credit must be given to the newspaper which originally printed the story. If the copyright privilege is purchased, this credit line appears at the top of the article, as:

Copyright, 1946, by the New York Times

Honolulu, T. H., July 29.—Evidence of mounting animosity between the army air forces and the navy over the results of the atomic bomb tests and their subsequent evaluation appeared here today as a high AAF officer attacked the "battleship mentality" of diehard naval officers and experts. . . .

Otherwise, if permission to quote is given, the newspaper which copyrighted the article is given credit in the story itself. Unless permission is received, the paper using material in this manner is in danger of being sued for violation of copyright laws.

Detroit, Aug. 3.—(AP)—The *Detroit Times*, in a copyrighted story, said today that a Wyandotte, Mich., grandmother has identified "Little Miss 1565," hitherto unidentified victim of a Hartford, Conn., circus fire, as her granddaughter. . . .

Magazine articles and books usually are copyrighted, but a newspaper seldom cares to quote enough of such material to run the risk of violating copyright privileges. Often a magazine article or book contains an important fact which a newspaper wants to quote. Credit always is given to the original publication, as:

How the United States Marines are helping to settle local disputes in China is told by The North China Marine, weekly Marine newspaper published at Tientsin, in an article from Sgt. C. Ray Stokes in Chin Hsien, who tells how a Marine-staffed "truce team" in the forward area functions. . . .

—*New York Times*

NEW LEADS

A new lead for a story already in type may be written in the light of new information, without the necessity of rewriting the entire story. Press associations may send out a half dozen new leads to stories which have gone over the wires earlier in the day. Often it is not necessary to change more than a word or two, as in the case of stories of catastrophes when the list of unknown dead and injured keeps increasing. After all the other details have been told and retold so as to be brought up to date, there remains only to keep changing the totals mentioned in the lead and to add new names to the tabulated lists.

When a new lead is written for a story already in print, as much of the original story as possible is retained. Changes throughout the story

may be necessary to make it conform to the facts of the new lead and also to change tenses, eliminate repeated material, etc.

The following examples indicate how an important local story developed through five editions of the Chicago *Daily News*. Parts set in italics were deleted in the next edition. Parts set in bold face indicate additions.

FIRST EDITION

Elmer Henry Pierce, slayer, bandit and hunted maniac, last night was mowed down by police machine-gun slugs.

He was felled at the Westchester "L" station by Sgt. Joseph McCabe of the Detective bureau.

McCabe had fallen in step behind Pierce to spring an elaborately laid police trap. "Surrender!" McCabe brusquely ordered. "We're the police!"

Pierce answered by swinging about, reaching for the .38-caliber pistol on his right hip.

The machine gun spat 20 bullets. Sixteen of them hit.

Pierce was dead as he struck the flooring of the station platform.

His death ended a search that began Jan. 7, when, on a crowded Milwaukee street car, he shot to death his 24-year-old niece, Miss Virginia Szeremet, and wounded three other passengers. *Before his niece died she named him as her killer.*

Her uncle had been jealous of her man friends, she said. That was why he had shot her.

The killing of Pierce also was believed to have cleaned up a string of holdups here and in Milwaukee.

In addition, his fingerprints were being checked to see whether he had been involved in other recent crimes, among them the brutal slaying in Waukegan last week of 29-year-old Mrs. Ruth Petersen in her bungalow home.

Pierce's rendezvous with death was made last night when he had the bad judgment to telephone a "friend" whose family he once had terrorized at gun point for a hectic five hours.

The friend was Roy Panknin, 30, of 1026 College avenue, Wheaton.

Last January Panknin, his wife, Jessie, and their two children lived at 2151 Southport avenue. Pierce lived with them—absenting himself for a week during which time he killed Miss Szeremet in Milwaukee.

When he returned he bragged of that exploit to the Panknin family, holding them at bay with his gun and threatening them with death if they informed the police.

Last night at 8 o'clock he telephoned Panknin. He asked his former host to pick him up in a car in Westchester, the end of the "L" line.

Panknin agreed—but then called the Wheaton police, who in turn called the Chicago Detective bureau.

Deputy Chief of Detectives Andrew Aitken dispatched two squads under Sgts. McCabe and Edward Dooley, and including Dets. William Jicha, John Weiss, Edward Kahout and Thomas Babington.

The detectives were to meet Panknin, station him at a vantage point where he could identify Pierce for the policemen, and then clear the station of all other persons.

Dooley and McCabe, meanwhile, boarded a Westchester-bound train. They found Pierce was not aboard and rode on to Westchester where they took up stations on the dimly lit station platform.

Eventually a single-car train arrived and a lone passenger stepped off.

Panknin, watching from the waiting room, lifted his hat—the prearranged signal. McCabe fell in step behind Pierce, machine gun under his arm at the ready. The shooting followed.

In the weeks after the slaying of his niece, Pierce had been reported in half a dozen Illinois and Wisconsin cities.

He made it easy for police to identify him in each of his crimes, for he never failed to give his name to his victims, brag of his past exploits, and threaten to kill.

In 1930 Pierce received a 10-20 year prison term for a string of robberies in Wisconsin; but later he was transferred to an insane asylum and in 1942 was released.

—Chicago Daily News

SECOND EDITION

A tally of the crimes of Elmer Henry Pierce, the mad killer, was being made by the police today as his body lay in the County Morgue punctured with 16 police bullets.

The madman's long career of crime was ended at 11 o'clock last night.

He was killed at the Westchester elevated station by a burst of lead from a submachine gun in the hands of Sgt. Joseph McCabe of the Detective bureau.

Today victims of holdups and sluggings were being called to the morgue to look at the body of the stocky, dark-haired Pierce for identification.

Pierce had identified himself to the victims in some of his forays, but it was believed that other crimes could be chalked up to him on police records.

One murder, at Milwaukee, already was on the list. He shot his niece to death on a street car there.

Deputy Chief of Detectives Andrew Aitken was checking today on a key of the type used on railway station lockers found in Pierce's pocket.

Aitken's theory was that Pierce had stored a spare gun and some of his holdup loot in a locker of some station of the North Shore electric line.

Pierce had a loaded .38 blue steel revolver and extra cartridges on his person.

The mad killer fell into a well-prepared trap last night.

"Surrender!" McCabe brusquely ordered. "We're the police!"

Pierce answered by swinging about, reaching for the .38 caliber pistol on his right hip.

The machine gun spat 20 bullets. Sixteen of them hit.

His death ended a search that began Jan. 7, when, on a crowded Milwaukee street car, he shot to death his 24-year-old niece, Miss Virginia Szeremet, and wounded three other passengers.

In addition, . . .

(The rest of the story was the same as in the first edition except for the two paragraphs deleted near the end.)

THIRD EDITION

A tally of the crimes of Elmer Henry Pierce, the mad killer, was being made by the police today as his body lay in the County Morgue punctured with 16 police bullets.

The madman's long career of crime was ended at 11 o'clock last night.

He was killed at the Westchester elevated station by a burst of lead from a sub-machine gun in the hands of Sgt. Joseph McCabe of the Detective bureau.

Today victims of holdups and sluggings were being called to the morgue to look at the body of the stocky, dark-haired Pierce for identification.

Deputy Chief of Detectives Andrew Aitken was checking on a key of the type used for railway station lockers found in Pierce's pocket.

Aitken's theory was that Pierce had stored a spare gun and some of his holdup loot in a locker of some station of the North Shore electric line.

Pierce had a loaded .38 blue steel revolver and extra cartridges on his person.

The body was identified today by Edward E. Smith, attendant at a filling station at 2701 N. Western avenue, robbed by Pierce of \$186 Jan. 13 and \$37 on Jan. 30.

Thomas Zatocil, manager of a grocery at 2809 Clybourn avenue, looked at the body and said Pierce took \$130 at the store Feb. 8.

Identifications were given also by Tony Miller, attendant at a gasoline station at Fullerton and Clybourn avenues, which was robbed of \$35, and by Mary Misovich, ticket clerk at the Illinois Central 63rd street station, robbed of \$50.

Pierce walked into a deadly trap last night.

The elevated station was surrounded by policemen. As he walked out, a signal was given, and Sgt. McCabe called to him twice:

"Police officer—reach! Stand where you are."

Pierce reached for his pistol. McCabe fired three bursts of .45 caliber bullets, 20 in all, and 16 took effect, most of them in Pierce's chest.

His death ended . . .

(The rest of the story remained the same as in the second edition.)

FOURTH EDITION

A tally of the crimes of Elmer Henry Pierce, the mad killer, was being made by the police today as his body lay in the County Morgue punctured with 16 police bullets.

The madman's long career of crime was ended at 11 o'clock last night.

He was killed at the Westchester elevated station by a burst of lead from a submachine gun in the hands of Sgt. Joseph McCabe of the Detective bureau.

Today victims of holdups and sluggings were being called to the morgue to look at the body of the stocky, dark-haired Pierce for identification.

A key found on Pierce opened a locker in the Adams street subway station, where Sgt. McCabe and Detective John Weiss found an overnight case containing clothing, a razor and a bottle of perfume—"Evening in Paris." The manufacturer identified the key as for a subway locker.

Pierce had a loaded .38 blue steel revolver and extra cartridges on his person, Deputy Chief of Detectives Andrew Aitken said.

The body was identified today by Edward E. Smith, attendant at a filling station at 2701 N. Western avenue, robbed by Pierce of \$186 Jan. 13 and \$37 on Jan. 30.

Thomas Zatocil, manager of a grocery at 2809 Clybourn avenue, looked at the body and said Pierce took \$130 at the store Feb. 8.

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Pierce walked into a deadly trap last night.

The elevated station was surrounded by policemen. As he walked out, a signal was given, and Sgt. McCabe called to him twice:

"Police officer—reach! Stand where you are."

Pierce reached for his pistol. McCabe fired three bursts of .45 caliber bullets, 20 in all, and 16 took effect, most of them in Pierce's chest.

His death ended a search that began Jan. 7, when, on a crowded Milwaukee street car, he shot to death his 24-year-old niece, Miss Virginia Szeremet, and wounded three other passengers.

In addition, his fingerprints were being checked to see whether he had been involved in other crimes, among them the brutal slaying in Waukegan last week of 29-year-old Mrs. Ruth Petersen in her bungalow home.

Pierce's rendezvous . . .

(The rest of the story remained the same as in the third edition.)

FIFTH EDITION

A tally of the crimes of Elmer Henry Pierce, the mad killer, was being made by the police today as his body lay in the County Morgue punctured with 16 police bullets.

The madman's long career of crime was ended at 11 o'clock last night.

He was killed at the Westchester elevated station by a burst of lead from a sub-machine gun in the hands of Sgt. Joseph McCabe of the Detective bureau.

Today victims of holdups and sluggings were being called to the morgue to look at the body of the stocky, dark-haired Pierce for identification.

A key found on Pierce opened a locker in the Adams street subway station, where Sgt. McCabe and Detective John Weiss found an overnight case containing clothing, a razor and a bottle of perfume—"Evening in Paris." The manufacturer identified the key as for a subway locker.

Pierce had a loaded .38 blue steel revolver and extra cartridges on his person, Deputy Chief of Detectives Andrew Aitken said.

The body was identified today by Edward E. Smith, attendant at a filling station at 2701 N. Western avenue, robbed by Pierce of \$186 Jan. 13 and \$37 on Jan. 30.

With bandages on three wounds, Edward Swanson, cab driver, identified the body as that of the man who shot him Jan. 31; Lawrence Hummel, filling station employe robbed shortly after that shooting, also identified Pierce's body.

Thomas Zatocil, . . .

—Chicago Daily News

(The rest of the story was the same as in the fourth edition except for the deletion of the last two paragraphs.)

PART III
HANDLING IMPORTANT ASSIGNMENTS

CHAPTER XV

PERSONALS; SOCIETY; CLUBS

"Hello, is this the reporter?"

"This is one of the reporters."

"Well, I want the reporter who writes the articles for the paper."

"This is one of the reporters who writes news for the paper."

"Are you the reporter who puts in all those articles?"

"I'm one of them. What can I do for you?"

"Well, I want to put an article in the paper. Have you got your pencil ready?"

"Yes, I'm all ready."

"Well, here it is. Take it down just as I give it to you. Mrs. J. J. Whuzzis, W-H-U-Z-Z-I-S, and her charming and talented daughter, Euphrasia, will leave their palatial home, 9999 W. 38th street today, for a motor trip through the East where they will visit her aunt Lucy in the metropolis of New York City. She has a fine home there and is very rich. These two prominent Wichita ladies will return in three months to their mansion. Now read that back to me."

"I just took down notes. I didn't take it verbatim."

"I didn't want it verbatim. I wanted you to take it the way I read it. That's the way I want it in the paper."

"I'll put it in with all the facts correct."

"That ain't the idea. I want it put in the way I gave it to you, if I have to pay for it. How much will I have to pay to get it put in the way I gave it to you?"

"You'll have to talk to the advertising department about that."

"Well, I'll take it to the other paper. I never was so insulted in my life."

—Wichita *Beacon*

"The question of who rates mention in the society columns is still a matter between the newspaper's policy and the society editor's seventh sense—a special function enabling the born society reporter to evaluate on the instant the importance of a name to readers."

—Helen M. Staunton in *Editor and Publisher*

GOSSIP IS NEWS

The Personal Element. Everyone likes to see his name or that of a friend or acquaintance in print. This is as true of the city dweller as of anyone who resides in a small town or on a farm. Large newspapers do not refrain from publishing more items concerning births, newcomers to the community, trips, parties, engagements, weddings, illnesses and deaths, etc., because they fail to recognize the reader interest in such events but merely because of lack of space. Gossip among urbanites still largely concerns such occurrences as they involve relatives, friends and acquaintances, and community newspapers in the metropolitan areas are helping to disseminate such information in neighborhoods where the persons mentioned are widely enough known.

In the country weekly, serving a community in which acquaintanceships are proportionately greater, the "personals" column never has ceased to be the chief reader attention-getter. Larger papers are using more and more news briefs after a short period during which there was a feeling that these were "hickish." Today, small and medium-sized newspapers are ceasing in the attempt to emulate their metropolitan betters and are concerned with how to serve better the needs of their own readers. Reader interest in gossip about "big shots" in the national field having been proved through the popular reception of syndicated columns from New York, Washington and Hollywood, local "It Happened in —," "Heard about —" and similar columns are growing in frequency.

Sources of Brevities. Haunting the waiting rooms of railroad stations, hotel lobbies, club rooms, floral shops, delicatessen stores and stop-

CHAPTER OUTLINE

- I. Gossip Is News
 - 1. The Personal Element
 - 2. Sources of Brevities
 - 3. Faults to Avoid
- II. Types of Personal News
 - 1. Births
 - 2. Guests
 - 3. Newcomers
 - 4. Employment
 - 5. Trips
 - 6. Vacations
 - 7. College Students
- III. The Society Page
 - 1. Types of Society News
 - 2. Elements in Society News
- IV. Covering Society News
 - 1. Style
 - 2. Receptions
 - 3. Coming-Out Parties
 - 4. Engagements
 - 5. Showers
 - 6. Weddings
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 - 2. Night Life
 - 3. Entertainment Places
 - 4. Society
- VI. Clubs

ping to chat with friends on street corners or at their places of business still is excellent "breaking in" for the cub reporter. Not only does he receive items or tips for the "local happenings" or "news in brief" column but, while ostensibly in search for such comparatively trivial information, he comes across numerous first-rate stories.

Typical of the one-paragraph personals which the reporter may obtain just by "hanging around" or by telephone conversations with his friends, are the following:

Mrs. Edwin P. Morrow of Washington, D. C. is visiting at the home of her son, Charles R. Morrow, 636 Sherman avenue. Mrs. Morrow is the widow of the late Edwin P. Morrow, former governor of Kentucky.

Miss Eva Rathbone entertained her fellow members in the Puella Sunday school class of First Presbyterian church at dinner Friday night at her home, 133 N. Prairie avenue. During the evening the girls worked on patch quilts to be distributed by the Women's Missionary society of the church.

Five Milltown students at Augustana college will spend the Thanksgiving weekend with their parents here. They are . . .

Some papers which do not have a special column for short items of this sort use them as fillers; other restrict their use to the society page. In the country and rural town weeklies such items concern purchases of new farm equipment, planting and harvesting, unusual crops, etc. Large city dwellers may laugh at such news, but if they move to the city from the country or a small place, it is what they look for when the home town paper arrives each week. And it's what they want to know about their friends in the big city.

Faults to Avoid. The three most serious errors to avoid in writing short personals or brevities are: (1) underwriting; (2) overwriting; (3) stylistic banality.

Underwriting means writing as a brief what should have been a longer news or feature story, or in not getting all the essentials into the brevity itself. The properly written personal really is a news lead. As such it is good if it fulfills the requirements of a good lead and bad if it doesn't. Note how the following barren brevities might have been made more nearly complete and interesting while still remaining brevities:

INSUFFICIENT

A. L. Scobey, 1434 Ellis street, has returned from a two weeks' trip to San Francisco.

SUFFICIENT

A. L. Scobey, 1434 Ellis street, returned today from San Francisco with the prize given the delegate traveling the farthest distance to attend the annual

convention of the Fraternal Order of Leopards there last week. Mr. Scobey represented the local Leopards lodge of which he is commander. The prize was a traveling bag.

Mr. and Mrs. Edward L. Parkhouse, 683 Pulliam avenue, entertained 16 guests Monday night at a theater party.

To celebrate their 25th wedding anniversary, Mr. and Mrs. Edward L. Parkhouse, 683 Pulliam avenue, entertained 16 guests Monday night at a theater party. Formerly it was believed the Parkhouses had been married only 15 years, but they chose this belated occasion to reveal that they had been secretly wed for ten years before making an announcement.

It easily can be imagined how either of these, especially the second, could have been elaborated into a much longer story with considerable reader interest. Unfortunately it is not presumptuous to imagine a beginning reporter's getting no more than the original items cited. Articles have been written by despairing state or county editors on the inability of rural correspondents to sense news values. Reporters may be able to pick important names out of hotel registers, but they may miss the fact that the out-of-town visitor listed inconspicuously among those "in town for the day" is negotiating with the directors of a bank for its purchase, consulting with Chamber of Commerce officials about the establishment of a new industry, applying for a position in the local schools or for the pastorate of a local church.

Overwriting, on the other hand, means going to the opposite extreme of including irrelevant and unimportant details of little or no interest even to residents of a small community. Such "padding" may be for the purpose of pleasing a friend or an advertiser, but too much of it alienates more general readers than it attracts. It should be paid for at regular advertising rates.

Employment of an agronomist of high repute by the Ohio Sugar company is an innovation that will meet hearty appreciation by Henry county farmers.

Mr. McLaughlin, an O. S. U. graduate, who has had supervision of the State Experiment station at Holgate for the past six years, and prior to that gained valuable experience at the Wooster experiment station, will have charge of this new department beginning Jan. 1.

Mr. McLaughlin's advice to farmers and beet growers will be of incalculable benefit and every farmer is urged to avail himself of his wise counsel. There are so many perplexing problems that confront the farmer that no doubt this new department

will be most heartily welcomed. Adaptability of the different Henry county soils to the various crops is one thing where Mr. McLaughlin's knowledge of agronomy will serve the farmer who seeks his advice most beneficially.

While Mr. McLaughlin may, to a certain degree, specialize in beet culture, he is equally well informed on every phase of agriculture and his advice is free for the asking. The Ohio Sugar company is maintaining this and almost solely for the benefit of growers and it hopes every farmer will avail himself of this service which is proffered free.

The most frequent criticism of personals, as used in country weeklies and small town newspapers, is excessive informality and maudlin rhetoric. A chatty column is one thing; a banal one is another. Too much opinion, the extension of too many good wishes and insipid predictions are sickening to even the uneducated reader, although it is a remarkable fact that many persons who submit unsolicited personal items to large city papers often write them in such a manner. The following illustrative examples of misdirected energy were taken from small town newspapers:

W. P. Nelson is again on the job at the bank following a siege with chicken pox. Walt had a real mixup with this "kid" disease and he says he was sure sick. Aside from being "well marked" he is O.K.

The new band leader, Don Walters, put his Hubbard group through its paces last Saturday and again Tuesday and Wednesday of this week. The youngsters are all eager and ready to go to Iowa City this coming Saturday and do themselves and their community proud. Everything points to a good chance for them to come through with shining colors. The group expects to leave town about 7 o'clock in the morning so as to give the performers time to get some of the kinks from riding out of their system.

So let's cheer them on with three big rahs. All right, here we go—rah! Rah! RAH!

We extend congratulations to Mr. and Mrs. Dave Heden, who were recently united in marriage. We are not acquainted with the groom, but his bride, formerly Agnes Attleson, is well known here as this was her former home though she has been working in Chicago for several years. She has hosts of friends who wish her much joy, for she was a very nice young lady. They expect to make their home in Chicago, where the groom has employment.

TYPES OF PERSONAL NEWS

Births. Characteristic of the growing frankness of newspapers in recent years is the prominence now given to announcements of impending parenthood on the part of prominent persons. The gossip columns, notably Walter Winchell's, were a large factor in breaking down the scrupulous rule against mentioning "blessed events" until they had occurred.

Burbank, Calif.—(AP)—Mora Eddington Flynn, wife of Errol Flynn, is in St. Joseph's hospital today to await the birth of her second child.

Another standing order which has been modified in many news rooms was that against accrediting parenthood to the mother only. Always in the past it was considered proper to mention both Mr. and Mrs. as parents of the newborn. In many modern birth notices Mr. may be used merely as a ready way to identify Mrs.

For the routine birth notice the reporter should obtain:

1. Names and address of parents
2. Time and place of birth
3. Weight of the baby
4. Sex of the baby
5. The name, if chosen

The mother's maiden name may be included if she has not been married more than a few years; if the couple is living in another city and the girl's married name is unfamiliar locally or if she uses her maiden name professionally. If the date of the marriage is mentioned, care must be taken to give it correctly. Libel suits have resulted from mistakes of this sort.

Since all parents are "proud," that fact is of no news value. And it never has been proved scientifically that newly-born babies bounce. A baby's rosy cheeks, lusty lungs, dimpled chin, etc. may be taken for granted. "Daughter" or "son" is better than "baby girl" or "baby boy." Do not use "cherub" or "the new arrival to bless the home," etc.

The name of the attending physician should not be included in a birth notice, or, in fact, in any story of illness or death. This rule is broken in the case of a person of great prominence and in stories in which the physician himself plays a part, as a participant in an accident, etc. Ordinarily, however, the name of the physician is left out, frequently at the request of the local medical society.

Whether the fact that "mother and baby are both doing nicely" is to be included probably is debatable. Ordinarily, however, it seems as though good health should be assumed; if either child or mother is in danger that fact may be included. Likewise, the number, names and ages of other children of the parents of a newly-born baby may or may not be mentioned.

Twin daughters were born Wednesday to Mr. and Mrs. Roy W. Chamberlain of Bronxville in the Mount Vernon (N. Y.) Hospital. Mrs. Chamberlain is the former Miss Esther Anderson, daughter of Mr. and Mrs. Frederick P. Anderson of Bronxville. The children will be named Anne McKay and Emma Parsell.

—New York Times

Their first child, a son, was born to Mr. and Mrs. John Allen Cole (Barbara Todd) Aug. 6 in La Jolla, Calif. The baby, who has been named Charles Allen, is a grandson of Mrs. Herbert Wyde of Winnetka and of Mrs. Charles Cameron Todd of Pasadena, Calif., formerly of Evanston.

—*Chicago Tribune*

The Robert Forrest Humes, E. Monrovia av., are the parents of a son, Robert Forrest, II, born Wednesday at St. Mary's hospital. Mrs. Hume is the former Marian Mueller, daughter of the Harold Muellers, also of E. Monrovia av. The paternal grandparents are Dr. and Mrs. Wilson Hume, E. Newberry blvd.

—*Milwaukee Journal*

A frequent temptation to a beat reporter is to turn in a story telling of how some new father on his beat acted or announced the event to his co-workers. Such items must be adroitly handled to avoid the common fault of banality.

It was cigars for everybody today in the office of Mitchell C. Robin, clerk of the Probate court. He explained that his wife, Mrs. Dorothy Robin, had given birth to their first child, a girl, at the Michael Reese hospital.

Menlo Park, Calif.—(AP)—Sammy Yates showed up in the eighth grade at Central school with a cigar box.

He opened it and passed out all-day suckers, explaining:

"I'm a brother."

—*Chicago Daily News*

Siamese twins, triplets and quadruplets are unusual enough to rate considerably more than routine treatment. Quintuplets are the news story of the year! Unusual weight or size, physical deformity or the circumstances under which birth took place may elevate the event above the level of the routine birth notice, as was the case in each of the following stories:

Wenatchee, Wash.—(UP)—Mr. and Mrs. W. E. Robinson of Entiat Valley claim to be parents of the first baby born in an auto trailer in the Pacific northwest. A daughter, Kay, was born to them in March.

The fire department ambulance crew in charge of Lieut. Irvin Martin aided the stork early Wednesday and a baby was presented to Mrs. Callie Burns, 21, 1216 Freeman avenue. Mother and infant were then taken to the General hospital.

Pearisburg, Va., July 19.—(AP)—Ring the bells and pass around the two-bit stogies. . . .

The Grover C. Jones' have a daughter. . . . The 16 Jones boys have acquired a sister.

The baby, first feminine offspring of the Peterstown, W. Va., family who took the national spotlight back in 1940 with their brood of boys, then numbering 15, was born this morning at a hospital here.

Attendants reported the mother and daughter doing well.

Mr. and Mrs. Jones and their boys made a triumphal tour in October, 1940, taking Franklin D. Roosevelt Jones, then two, to visit his namesake in the White House, being feted at the "Grover C. Jones family day" at the New York World's Fair, and appearing on a radio network show.

—Washington Post

Some newspapers "play" births more prominently than others. One way is to obtain pictures of the newly-born together with short feature stories in which source of the name, brothers and sisters, date of birth or some feature angle may be emphasized. The following are a few paragraphs from such a column:

Two cakes will have to be baked and two parties will have to be held to celebrate the birthday anniversary of Horace Dawson, 2609 Lincoln street, and of his new daughter, Margaret Lydia Dawson, born Nov. 20 at Evanston hospital, missing her daddy's anniversary by two days.

This young lady, who was a little late to make Nov. 18 a gala double party occasion, weighed six pounds five ounces at birth. She has a five-year-old sister, Jeannette. The younger Miss Dawson's second name is the same as the first name of her maternal grandmother. Her mother describes the baby's first name as "just a name." Mrs. Dawson is the former Frances Jeannette Ledlie, daughter of Mr. and Mrs. James Ledlie of Des Moines.

Even if she is a girl the first child of Mr. and Mrs. William Clifford Richards Jr., 1415 Ashland avenue, was named for her father and is called Billie Mae. Her second name is the first name of her maternal grandmother. Weighing eight pounds 14 ounces the addition who has made the Richards family a threesome, was born Dec. 2 at Evanston hospital.

Inspired by the spirit of Yuletide caroling was the name of Carol Ann Oberlin, third child of Mr. and Mrs. Walter Paul Oberlin, 2323 Bryant avenue. Weighing eight pounds 12¾ ounces, she was born Jan. 8 at Evanston hospital. Since Mr. Oberlin is affiliated with a firm which sells bicycles, his three children probably always will own the latest type of tricycle and bicycle and will most likely consider the pleasant pedaling sport as their favorite outdoor activity.

Guests. Whenever a visiting dignitary is entertained at the White House it is news from coast to coast. There is nationwide interest also in the travels of celebrities of all sorts. Just as important are the comings and goings of "ordinary" folk within the circle of one's acquaintance.

Mr. and Mrs. Walter Graves of Cleveland, Ohio, and Mr. and Mrs. George Graves of New York City are guests of Mrs. Fred Hubbell, Wells street. Mrs. Walter Graves is a sister of Mrs. Hubbell.

—Marinette (Wis.) *Eagle-Star*

By Darlene Wycoff

Two popular visitors will arrive here Friday for a several weeks' visit. They are Mr. and Mrs. O. N. Birkland of Montclair, N.J.

Mr. and Mrs. Birkland will spend Friday evening with Mr. and Mrs. Stanley

Wallbank. On Saturday the Birklands and the Wallbanks will leave for Central City where they plan to spend the weekend.

Following their visit in Central City Mr. and Mrs. Birkland will spend two weeks at Glen Elk as house guests of Mr. and Mrs. Otis Larson at their summer home.

After their visit in the mountains Mr. and Mrs. Birkland will return to Denver where they will be entertained by various other friends.

—Denver Rocky Mountain News

Newcomers. Even in crowded city apartments a new family in the building or neighborhood is an event, especially if both households have children through which some of the adults are bound to become acquainted if only for the purpose of discussing discipline. The habit of calling on newcomers virtually has disappeared in the larger cities but is still proper etiquette in the small town. In places of all sizes, curiosity at least must be satisfied. The newspaper is in the best position to appease it.

A one-sentence brevity announcing the change of residence on the real estate page or telling of a newcomer to the community may be all a newspaper feels it can afford. On the other hand some newspapers are subscribing to commercial services which collect data on new residents in the community and are using the information for editorial as well as business purposes.

A newcomers' column serves the purpose both of extending a welcome and of acquainting old timers with the special interests of the arrivals. Organizations similar to those with which members of the new families were affiliated in their former cities of residence can follow such a column to learn of possible additions to their own rolls. The following is from a newcomers' column:

Evanston acquired a resident of wide athletic renown when Norman D. Ross and his family moved to 2533 Central Park avenue from Rogers Park in October.

Mr. Ross is a world champion swimmer and all-round athlete. At present he is a news and sports commentator and radio announcer for the National Broadcasting company, in its Chicago studios.

The three Ross children all are attending Evanston schools. Norman Jr., 14, is a sophomore at Evanston Township high school, and Donald, 12, attends Haven school. Both participate in swimming and other sports and are active in school literary and journalistic endeavor. Norman Jr. is an occasional contributor to the Junior Journalism section of the Daily News-Index. Betty Jean, 5, is in the kindergarten of Willard school.

Silver loving cups, vases and statuettes in the Ross home are mementoes of Norman Ross' sensational career as a champion athlete. When he was attending Stanford university the war was declared and Ross enlisted as an aviator and engaged in active service in France.

At the close of the war he participated in the Inter-Allied games, 1919, in which

he won all the swimming races. This was the first time that Australian swimmers had been defeated by Americans.

Ross was given trophies and personal recognition by Gen. John J. Pershing, commander-in-chief of the American forces, President Poincaré of France and King Albert of Belgium. In a subsequent swimming match in Australia, he broke 26 world and Australian records, ten during one day of competition.

As a member of the American swimming team in the 1920 Olympic games of Antwerp, Belgium, the champion won the 400 meter and 1500 meter races and led the relay team to victory, the first in American Olympic history. Later, Ross defeated Duke Kahanamoku, the Hawaiian swimmer, and established a new world's record in the 220-yard free style. When he retired from active competition, Ross held 17 world swimming championships.

A newspaper writer, Ross has been a reporter for the Portland Oregonian, San Francisco Examiner and Chicago Journal. He is a member of the Illinois Athletic club, Lake Shore Athletic club and the Masonic lodge.

Mrs. Beatrice Dowsett Ross, whose native home was in Hawaii, also is an accomplished swimmer. She is interested in music and is active in women's club work.

She is a member of the North End Mothers' club. Mrs. Ross and Norman Jr. are members of St. Matthew's Episcopal church.

—Evanston (Ill.) *News-Index*

Employment. It is difficult to enforce any rule against "free publicity" connected with new jobs. It is news when a large corporation elects a new president or chairman of its board of directors. Similarly it is news when a friend or acquaintance changes his employment.

Franklin R. Raynor today resigned his position as office manager of the Grayson Real estate company to accept a similar position with the South Side Realtors. In his new position he succeeds Vincent L. Coke who died recently.

Miss Sylvia Waters, 574 W. Sequoia place, left today for Minocqua, Wis., where she will become director of a Girl Scouts summer camp.

Trips. Friends are interested when anyone takes a trip but may be bored when he returns and insists on relating the commonplace. Nevertheless, a skillful reporter should be able to keep a returned traveler off a textbookish account of the glories of Niagara, the Lincoln Memorial or Yellowstone and find something in the peregrinations of most everyone, regardless of how main traveled the road taken may have been.

When a person goes away, the purpose of his trip may be news, as he may be combining business with pleasure, attending a convention or returning to the scene of an interesting former experience. If the journey is a short one, to be completed in a day, emphasis should not be on the fact that the traveler left but that he is in the other city.

WEAK: Carol Winters left Jefferson City today to visit relatives in Columbia.

BETTER: Carol Winters is spending the weekend with relatives in Columbia.

The shortest type brevity regarding a trip resembles the following:

Mr. and Mrs. Fred N. Sigman, 1415 N. Cherry street, have returned from a two weeks' visit with their son, Fred, Jr., an intern in General hospital, Boston.

The following is a typical "middle-length" society page item:

After visiting cities in five states, Mrs. S. T. Day, 3224 Biscayne blvd., has returned home. In Macon, Ga., she stopped off to see her two sons, Earl F. Bankscon and R. E. Bankscon.

From Macon, she journeyed to Caruthersville, Mo., where she spent some time with her daughter, K. H. Nilsson, before joining Mr. Day in Louisville, Ky. There they were guests of Mr. Day's brother and sister-in-law, Dr. and Mrs. J. O. Day.

Mrs. Day then accompanied Dr. Day and his wife to New York and they all stayed at the Waldorf-Astoria for a few days while Dr. Day attended a medical convention. Her husband went to Black Mountain, N.C., to spend the remainder of his vacation while she returned by way of Washington, stopping there at the Roosevelt hotel.

—Miami *Herald*

Often a returned traveler has experiences to relate or opinions to express which are newsworthy.

England's standard of living today is poorer than at any time during the war, Earl V. Fitzgerald, 782 Henshaw terrace, declared today upon his return home after a month's trip to the British Isles as member of a World Republic delegation.

"Green vegetables, milk, meat, soap and many other necessities of life are scarcer than during the three years I was stationed in England during the war," he declared.

The Labor government is not being blamed for the present situation, Fitzgerald said . . .

Vacations. Resorts and other vacation places maintain publicity departments to keep faraway newspapers informed of the arrivals and departures of persons from their communities. They also provide articles and pictures (bathing, tennis, skiing, etc.) of the social notables enjoying themselves. Newspapers send their own society page columnists to report the activities of vacationing colonists. The following paragraphs from one such column are typical:

Making the most of their vacation days are Misses Virginia Barrett and Joan Chandler (Carl Walden photo), pictured here at Macfadden-Deauville Cabana club, where they take part in water sports . . . Tennis also is included in their summer recreation program . . . Joan, daughter of the Everett W. Chandlers, Miami Shores, is a student at Stephens college, and Virginia's parents are Mr. and Mrs. William Barrett, Miami Shores.

A trip through the Canadian Rockies then on to Alaska is included in the vacation itinerary of Mr. and Mrs. Frank E. Ellis, Miami Beach, who plan to leave next Monday.

They will sail from Vancouver, B.C., and after they return from Alaska they will go to New York. They also plan a sojourn at Hot Springs, Ark., before they return home.

* * *

Joining vacation travelers on Monday, Miss Phyllis Brettell left by plane for New York . . . Phyllis, a daughter of Mr. and Mrs. Clinton Brettell, 1355 Biarritz dr., Normany Isles, will visit her aunt, Mrs. William Hafer, in New York and later will be the guest of Mrs. William N. Guthrie in Woodmont, Conn. . . . Also she will visit Miss Maeve O'Toole, a Miami Beach winter resident, at her home in Forest Hills, L.I., and will go to Larchmont, N.Y., to visit other friends before she returns home in September.

—Miami Herald

Another typical handling of news of vacations follows:

By Marie McNair

Looking forward to an opportunity to "get away from it all," Mrs. Mitchell Palmer is leaving Sunday for Lake Racquet in the Adirondacks and Mrs. Francis P. Garvan's luxurious camp, open again for the first time since the war.

Train service being what it is to that rather remote section of northern New York, Mrs. Palmer will try a plane from New York to Utica this time and motor the 60 miles from there to camp. It's that or land there by train and arouse the family at 4 a.m.

For almost a score of years Peggy Palmer has been a summer visitor to the Garvan camp. She has known the three boys, Francis, jr., Peter and Anthony, and their sister, Marcia, as enchanting small fry; said goodbye to the young Garvans as they went off to war and will be present at Marcia's marriage to Frank Coyle in September.

Wednesday, Francis, jr.—better known as Pat—will celebrate his birthday and a big party's planned. Francis, you may remember, married the lovely Hope Jackson, so well known in Washington. While her husband served in the Air Intelligence, USN, Mrs. Garvan was studying voice, made her debut as an opera singer in the leading role in *Tosca* in Hartford, Conn., last spring, and according to critics, is definitely slated for greater heights.

—Washington Post

College Students. Directors of publicity at the nation's colleges and universities won't believe it, but to the average newspaper of any size a news item telling of the selection for a homecoming committee of some student from the city has greater news value than the commencement speaker's name, an addition to the curriculum, a solemn pronouncement by the dean of women or even a routine football victory. When the boys and girls return for vacations, win scholastic honors and approach graduation and on many other occasions, the news gets prominent play and pictures are used.

Miss Margie Lee Shearer, daughter of Mr. and Mrs. Fred W. Shearer, 847 Judson avenue, has been named recipient of an honors scholarship at Drake for the coming

year. A June graduate of Evanston high school, she will enroll in September in the college of fine arts.

In entering Drake, Margie Lee follows an older sister, Dorrie, an E.T.H.S. graduate of '44, who has just been awarded her third Drake scholarship and begins her junior year this fall.

Dorrie has just returned from Pasadena where she attended the Kappa Alpha Theta convention as an official delegate. She is president of the sorority's Drake chapter, serves also as president of the Drake Panhellenic council and last year was president of Alpha Lambda Delta, women's honorary group.

—Evanston (Ill.) *Review*

Jack Perry, son of Mr. and Mrs. S. L. Perry, is playing the co-lead part in the Cornell Summer theater's production of "Under Canvas," comedy-drama of tent-show days. The story concerns the hectic lives of a typical tent-show group. "Under Canvas" will be presented to the public on Friday and Saturday nights, July 5 and 6th.

Mr. Perry, a freshman at Cornell, is studying journalism and dramatic art.

—Clarion (Iowa) *Wright County Monitor*

Peru, Ind., July 20 (Spl)—Miss Charlotte Ann Williams, daughter of Roger Williams of Peru, today was notified that she had won second place in the Elks Lodge National Foundation's most valuable student contest.

Miss Williams, who was one of 10 winners selected by the lodge, will receive a \$600 cash prize. There were entrants from each of 48 states in the contest which was based on extra-curricular activities, personality and scholarship standing.

Miss Williams won the contest, held by Peru Elks last April and was awarded \$200 for that achievement. She was graduated from Peru High School this year and plans to enter Franklin College in September.

—Indianapolis *Star*

As much a puzzle to Booster college regulars as for four years it was to members of the Suburban Football league is the passing attack of Wayne "Bossy" Wilbur, half back on the Booster freshman team.

Wilbur, the son of Nellie Wilbur, 148 W. Jackson street, was the mainstay of the Milltown high school football team for three years, two of which he served as captain. . . .

THE SOCIETY PAGE

When New York newspapers near the end of the last century began printing the guest lists of parties attended by members of the so-called 400, they made journalistic history. At first this "invasion of privacy" was resented, but through "leaks" and gate-crashing, the news continued to be obtained. Today the problem of most society editors is not how to get news but how to satisfy everyone wanting "nice" notices on the page.

The original and enduring appeal of the society page has been two-fold: (1) to the vanity of those considered important enough to receive mention; (2) to the curiosity of all others regarding the glamorous way of life of their social superiors. In recent years an increasingly large number of newspapers have come to regard these values as fictitious and

to criticize the undemocratic "snob appeal" of the society page. For this and other reasons—including the headaches entailed in arbitrarily deciding who is and who is not socially important—the society page is waning. Much of the space formerly devoted to it is being given to news of the activities of clubs and to news of interest to women at all economic levels. Whereas such news formerly was sandwiched in on the society page, the trend now is to squeeze society news in on the club page or women's page.

Types of Society News. The typical society page consists mainly of the following kinds of news:

Parties: birthday, reunions, anniversary, coming-out, announcement, showers, weekend, house, theater, card and miscellaneous

Teas, luncheons, dinners, banquets, suppers, cocktail parties and picnics

Meetings and announcements of meetings of women's organizations if there is no club page

Receptions

Dances and balls

Benefits, bazaars, etc.

Personal items if not used in another part of the paper

Engagements and weddings

As this list suggests, the society page is written principally for women although men are interested in many stories of engagements, weddings, parties and personal activities. A majority of society editors are women who have social rank themselves although many large papers have male society editors. Of whichever sex, the editor should be able to attend major social events on an equal footing with other guests, although only a few occasions require the presence of a reporter. A large majority of society page items are contributed by persons concerned or by social secretaries, either in writing or by telephone. The society editor must be ever on the alert for practical jokers sending or phoning in bogus announcements of engagements, weddings and other social events. Nothing should be used without verification. If the society editor needs pipelines, chefs, florists, hairdressers and delicatessen store operators are among the best to utilize.

Elements in Society News. Most society events of any importance have elements in common which include:

Names. Host and hostess; guests of honor; members of the receiving line in order of importance; assistants to hostess in the parlor and dining room; members of committees; entertainers; musicians and their selections; prominent guests; relation of guest of honor to hostess or of assistants to either.

Decorations. Color scheme, its significance and how it was carried out: flowers, palms and ferns to make room resemble tropical garden, an outdoor scene, etc.

Refreshments. Distinguish between luncheon and tea and between supper, dinner and banquet. At receptions always learn who poured and who served and ask if these assistants were selected for any reason (relatives, sorority sisters, officers of an organization, etc.).

Occasion. Is it an anniversary or an annual event; what will be done with any proceeds; does the place have any significance?

It is difficult to achieve variety in writing similar accounts of social events. Consequently, the society editor welcomes any possible feature.

COVERING SOCIETY NEWS

Style. In writing routine society news restraint should be exercised. Every hostess would like to see her party or luncheon mentioned as the "loveliest affair of the season." To avoid offending anyone, such superlatives must be subdued.

There is a tendency, however, toward more informality in longer feature stories concerning important social events. Much of the material on the society or club page is signed. Functions, the proceeds of which go to charity, frequently are given better write-ups than private affairs.

The capable writer does not need to use hackneyed adjectives such as "gorgeous," "exquisite," etc. An accurate, impartial description of an object or an event conveys its beauty much better than does an article which makes indiscriminate use of adjectives. Only the writer who is not able to write better description falls back on the "old standbys."

A few additional words should be said about some of the more important kinds of stories classifiable as society news.

Receptions. The reception story should emphasize the name of the guest of honor, the occasion for the reception and the receiving line. Likewise, those who assist the hostess, entertainers and musicians and decorations.

Coming-Out Parties. A debutante is presented to society by her parents, or, if they are dead, by a near relative. Some biographical data concerning the girl should be included, as well as a description of her dress. A possible feature may be found in the date or place or in the number or names of guests. In some coming-out party stories the gowns of all the prominent women guests are described.

The list of parties for Winnetka debutantes is growing steadily. The next debut party on the calendar is one for Miss Mary Kay Hough, who will be introduced to

society by her parents, Mr. and Mrs. Thomas Hough, at a luncheon in the Indian Hill club Friday. That night the bud and a small group of her young friends will go to the Edgewater Beach hotel for dinner and dancing.

Miss Hough's former roommate at Dobbs Ferry, Miss Day Hansel of Chestnut Hill, Mass., will be here visiting the Houghs at the time of the party. Miss Hough's brother, Thomas, Jr., who recently was released from the navy, is attending the University of Michigan's summer school, but comes home for weekends. He will continue his studies at the university in the fall.

Miss Hough's uncle and aunt, Mr. and Mrs. Whipple Jacobs, will entertain for her later this month in the Saddle and Cycle club. The bud will enter the Katharine Gibbs school in Chicago in the fall.

The junior Sidney Smith Gorhams will give one of their famous swimming, tennis and barbecue supper parties at home in Winnetka Sunday for another Winnetka debutante, Miss Mary Lou White. Miss White, daughter of the John G. Whites, will have a Christmas debut party. She attends Bennington college. —Chicago Tribune

Engagements. Usually the parents of the bride-to-be announce their daughter's engagement. Sometimes the announcement merely takes the form of a newspaper notice. Often, however, an announcement is made at a social function. If such is the case, the manner of the announcement constitutes the feature. Especially if a girl chooses to announce her own engagement, the attempt is made to invent some novel method. For instance, the intended wife of a bank clerk uses as place cards or favors imitation bank books containing her fiancé's picture.

In the announcement story the names of the bride- and bridegroom-to-be must be mentioned, and also their parents' names and addresses. Also the probable date of the wedding and the city in which the couple will live. The principals should be identified by their occupations and education. Sometimes the way in which the two met is interesting, as when a war veteran marries the nurse who cared for him in a hospital.

Ostensibly invited to a china shower for Miss Ruth Rombauer Martin, guests at a buffet luncheon today at the home of Mr. and Mrs. Frank Montgomery See, 41 Kingsbury place, learned that the Sees' daughter, Miss Agnes Cordelia See, will be married Sept. 14 to Franklin Russell Fette and go to Peiping (Peking) China, to live.

In keeping with the general theme of the party and the destination of Miss See, decorations and appointments were Chinese. The betrothal was revealed by means of ribbon-tied chopsticks, imprinted with the names of the engaged pair, presented to the guests. In the center of the table, a model of a Chinese goddess stood framed in a mass of water lilies. Even the menu was Chinese.

The bride-to-be and her fiance became engaged a week ago in Highlands, N.C., when the Sees and Mr. Fette were visiting Mrs. See's stepmother, Mrs. John Henry Smith of Memphis, Tenn., at her summer home, Dearthmont. The pair met through the Tracy W. Von Schoiacks, who had known Mr. Fette's family in Chicago years ago.

Mr. Fette is the son of Mr. and Mrs. Franklin Charles Fette of Peiping and the

brother of Mrs. Barklie McKee Henry of Princeton, N.J. A former Wellesley (Mass.) College professor, the prospective bridegroom's father went to China in 1919 accompanied by his family, to help organize schools for the Chinese government. Now retired, he and his wife came back to the United States in 1939, lived in Palo Alto, Calif., and returned to Peiping in April. Mr. Fette is a grand nephew of the Rev. Francis W. Russell, a Presbyterian minister of Palo Alto, formerly of St. Louis.

The bride-to-be was graduated from John Burroughs school, attended Vassar College for two years and in 1941 received her A.B. degree from Washington University, the recipient of the college prize for general excellence. A maid of honor at the Veiled Prophet ball in 1940, she made her debut that season with her sister, Mrs. Richard Taylor Stith, Jr. (Anna Carter See), at a tea dance at St. Louis Woman's Club. She is secretary of the junior committee of the Woman's Club and vice president of the Vassar Club of St. Louis.

Mr. Fette received his preparatory education at the Peking American School and in 1939 was graduated from Dartmouth College, where his fraternity was Theta Delta Chi. Entering the Naval Reserve in 1941, he served with the Asiatic fleet until June, 1942, when he became assistant attache-for-air at the American Embassy in Chungking, China. He was assigned to the Seventh Fleet in the Pacific two years later and released to inactive status as a lieutenant commander last November. At present he is in New York. He is a member of the Peking Club, Peking Polo Club and Dartmouth Club of New York.

—St. Louis *Post-Dispatch*

Showers. Female relatives and friends of a bride-to-be are hostesses at showers. Guests are expected to bring gifts. Often the type of gift to be brought is designated. If it is, the shower should be referred to as a kitchen shower, linen shower, etc. Otherwise, it should be called miscellaneous. The relationship of the guest of honor and the hostess should be mentioned.

By Marta Parrish

Pre-nuptial parties for Carol Blossom are almost as numerous as the good wishes of her many friends.

Yesterday Mrs. Sangston Hettler entertained for her with a luncheon at the Woman's Athletic Club, and today Carol Fox had 16 of her friends for luncheon at the Drake.

Carol Fox, who spent last winter in New York studying opera (and now speaks Italian like a native), was not content with the usual shower for the bride. The gifts the bride-to-be received at her party she carried as a bouquet! The ambitious Miss Fox arranged a kitchen utensil bouquet comprised of a funnel full of be-ribboned egg beaters, rolling pins and measuring cups and festooned with red and white streamers laden with cookie cutters, scouring pads and other kitchen impedimenta.

Among those at the party were the bridegroom's sister, Helen, and Nancy Madlener, Olive Baird, Peggy Nicholson, Elizabeth Simpson, Ginger Franche and Carol Plamondon.

Tonight a party is being given by Mr. and Mrs. Darius Franche III in their Lake Shore dr. apartment. . . .

—Chicago *Daily News*

Weddings. The backbone of the society page is the wedding story.

It is the longest and most difficult to write. Since most weddings are planned, it is possible for the society editor to obtain information about them and even to write them up in advance. In a majority of states a couple contemplating marriage must make application at least five days before the day set for the wedding. The court house reporter gets the names of couples who apply for marriage licenses and, after including them in a short news item, gives them to the society editor.

The society editor writes an advanced story of the approaching wedding of a young woman who is prominent socially, usually using a picture with the story. Many papers do not run such stories or pictures without charge. Ordinarily the advanced story of a wedding is brief unless the principals are prominent.

After receiving the names of intended brides, the society editor of an average-sized newspaper sends a wedding blank to each bride about whose marriage she will want a story. This blank contains spaces for the girl to insert answers to the questions suggested. Use of the wedding blank eliminates the necessity of personal reporting and insures accuracy. Seldom does the society editor attend a wedding. Most wedding stories are written upon the facts provided by the bride. A sample wedding blank is shown below.

WEDDING REPORT

Full name of bride	
Address of bride	
Full names of bride's parents or guardians	
Address of bride's parents	
Full name of bridegroom	
Address of bridegroom	
Full names of bridegroom's parents	
Address of bridegroom's parents	
Date of wedding	Time
Place of ceremony	
Who will perform ceremony?	
Will bride wear a gown or suit?	Describe
Will she wear a veil?	Is it an heirloom?
Describe the veil	
Will she carry a prayer book?	
Will she carry or wear flowers?	Describe
Who will give the bride away? (name, address and relationship)	
Name of maid or matron of honor and relationship	
Describe her gown and flowers	

Names and addresses of bridesmaids.....

Describe their gowns and flowers.....

Ribbon, ring or flower bearers.....

Describe their gowns and flowers.....

Name and address of best man.....

Groomsmen.....

Ushers.....

Will ceremony be formal or informal?.....

Musicians.....

Musical selections:

 Before ceremony.....

 As bridal party enters.....

 During ceremony.....

 As bridal party leaves.....

Order in which bridal party will enter.....

Decorations (color scheme and how carried out; significance).....

Number of invitations sent out..... Probable attendance.....

Will a reception follow?..... Where?.....

How many will attend reception?.....

Decorations.....

Hostesses:

 In parlor.....

 In dining room.....

Will breakfast, luncheon or dinner be served?..... Where?.....

Will couple take a trip?..... Where?..... When?.....

When and where will couple be at home?.....

Bridegroom's occupation and business address.....

Former occupation of the bride.....

Bridegroom's education and degrees.....

Bridegroom's fraternal connections.....

Bride's education and degrees.....

Bride's fraternity connections.....

Bridegroom's war record: service, rank, area in which served and duration, citations, unusual experiences, etc.....

Bride's war record.....

Guests from away, names, initials and addresses.....

Other information.....

Picking the Feature. The society editor welcomes any possible feature with which to lead off the wedding story. Possible features include:

The Romance: The manner of meeting or the length of the engagement if unusual. Sometimes childhood sweethearts are united after years of separation. Or there may be an Evangeline or Enoch Arden complication. Ordinarily, unless the bride is a widow, the fact of any previous marriage is omitted. Exceptions to this rule are persons prominent in the news, especially motion picture actors and actresses. In their cases it is common practice to write: "It is her third marriage and his fourth."

The Place: Perhaps some relative of either party was married in the same church. Maybe an outdoor ceremony is performed on the spot where the betrothal took place. Often a couple selects an unusual site for its nuptials, as an airship, beneath the water in diving suits, etc. Wedding ceremonies have been performed in hospitals, prisons and by long distance telephone or radio.

The Date or Hour: It may be the anniversary of the engagement. Perhaps the bride's mother or some other relative was married on the same date. In an effort to make its wedding the first of the year or month, a couple may be married shortly after midnight.

Bride's Costume: Often a bride wears her mother's dress or veil or some other family heirloom. There is an old superstition that a bride always should wear something old and something new, something borrowed and something blue; many modern brides adhere to this, and some article of a bride's costume may be unusual.

Relationship: If the scions of two old and prominent families are married, their family connections may constitute the feature. If either is descended from Revolutionary or Colonial ancestry that fact should be played up.

The feature, of course, may be found in any one of a number of other elements. Perhaps the bridegroom wears a military uniform or the bride cuts the wedding cake with her husband's sword. Maybe the minister is a relative. The attendants may be sorority sisters or representatives of some organization. Whatever it is, the society editor tries to find it and to feature it. Anything to drive off the monotony of the stereotyped wedding lead.

Style. The trite and hackneyed style of the "country" wedding story must be avoided. To this end, avoid use of such expressions as "blushing bride," "plighted their troth," "holy wedlock," "linked in matrimony," etc. The word "nuptials" should not be overworked.

The easiest lead sentence is the straightforward: "A and B were married—." For variety, other possibilities include:

—exchanged (spoke) nuptial (marriage) vows

Miss A became the bride of B—

Miss A was married to B—

First church was the scene of the marriage of—

A simple ceremony united in marriage Miss A and B—

The marriage of A and B took place—

—attended the nuptials of A and B

Nuptial vows were spoken by A and B—

The marriage of A and B was solemnized—

Chaplain C read the service which joined A and B in marriage—

Chaplain C officiated at—

Some of these phrases may be appropriate in other parts of the story. When a page includes a half dozen or more wedding stories, it is desirable to obtain variety. However worded, the lead of the wedding story should contain the feature, if there is one, the names of the principals with the bride's name ordinarily mentioned first, and the time and place of the wedding. The principals usually are identified by addresses and parentage.

Writers vary the order of details in the body of the story. Most frequently, perhaps, the bride's costume is described right after the lead, and then the costumes of her attendants. The decorations or order of march, however, may come first. If there is a procession, the order in which it entered the church or home should be described.

The account of any wedding dinner or reception follows the account of the service proper. More nearly complete identification of the principals, the wedding trip and future residence, and the list of guests come at the very end. Other elements which enter into the account are included in the sample wedding blank in this chapter.

Note in the following examples of well-written leads to wedding stories and in the one complete wedding story, how the writers were able to find and play up unusual features. The leads are all from the *Fort Wayne News-Sentinel*:

The Rev. Val Hennig, minister of St. John's Lutheran Church on the South Whitley Road, read the nuptial service, at which his youngest daughter, Katharine Alice, and Clarence Bade, son of Mrs. Chester Bade, 1721 South Hanna St., were united in marriage at 6 p.m. Saturday, June 29. Edwin Meitzler, organist, accompanied Howard Ropa, vocalist, who gave the musicale before the ceremony.

Gold vases of white larkspur and Madonna lilies and palms decked the sanctuary of St. John the Baptist Catholic Church where Miss Eileen McGary and Robert John Wiltshire exchanged marriage vows this morning at 10 o'clock. The Rev. Leo Pursley officiated at the double ring ceremony and nuptial mass after a musicale of bridal

airs given by Miss Frieda Winegart, organist, and Miss Mary Jo Kohl, who sang "Panis Angelicus" and "On This Day O Beautiful Mother."

The bride is the daughter of Mr. and Mrs. William James McGary, 117 McKinnie Ave., and her husband the son of Mr. and Mrs. L. Wallace Wiltshire, 4225 South Calhoun St.

In a quiet ceremony read in the presence of a few intimate friends, Miss Betty Ruth Beard, 2214 Winter St., and Lester Green, of Edgerton, O., were married last Saturday in the rectory of St. Peter's Catholic Church.

The ivory slipper satin wedding gown which was worn by the former Margaret Ekedahl to become Mrs. Norris Aldeen in 1940 was worn again last evening by Norris' sister, Miss June Cecelia Aldeen, for her exchange of vows with Paul Hilton Anderson.

June was escorted to the altar of Evangelical Free Church for the 7:30 o'clock service by her father, G. W. Aldeen. Paul's father, the Rev. H. C. Anderson, pastor of Trinity Evangelical Free Church of Teaneck, N.J., read the ceremony assisted by the Rev. Elmer Johnson, pastor of the Free Church here.

The dress worn by the tall, slender young bride, was designed with princess lines, sweetheart neckline trimmed with pearl beading, a bustle-effect back and flowing skirt ending in a long train. The dress had long pointed sleeves. Her fingertip veil, also borrowed from Mrs. Aldeen, was satin-bound and was caught to a tiara of satin. She carried a white orchid surrounded with white roses and net in a shower bouquet. Her only jewelry was the groom's gift, a string of pearls.

Also part of her wedding ensemble was the delicate hand-embroidered handkerchief she carried. It was brought to June by her father from Cuba many years ago.

The program of nuptial music was provided by Mrs. Leslie Lofdahl, organist, Miss Lois Seashore of Sioux City, Ia., a classmate at Wheaton college of June, and Paul, vocalist, and another college classmate, Carroll True, of Boise, Idaho, violinist. Mr. True played "I Love Thee" (Grieg) and Miss Seashore's selections included "Because" and "O Perfect Love." The traditional Bridal Chorus from Lohengrin and Mendelssohn's Wedding March were processional and recessional music.

Blue mousseline de soie was worn by the maid of honor, Miss Corinne Johnson of Rockford; the bridesmaids, Miss Marjorie Wilson of Buffalo, N.Y., June's roommate at Wheaton last year, and Miss Frances Anderson, of Grantwood, N.J., Paul's sister; the junior bridesmaid, Joan Aldeen, cousin of the bride and flower girl, Karin Aldeen, niece of June.

The dresses were designed in colonial style with long sleeves, a double ruffle up the front and back of each skirt, high round necklines and yokes outlined with ruffles. The adult attendants carried sheaves of red roses, and the flower girl carried red rose petals in a basket. Corinne's headdress was a tiara of red roses; the others had clusters of the roses in their hair.

Stalks of white gladiolus mixed with green ferns, palms, and white tapers in tall candelabra decorated the church for the ceremony. Raymond Larsen of Hasbrouck Heights, N.J., served Paul as best man, and the groomsmen were Alfred Shadduck of Wesleyville, Pa., classmate of the bride and groom, and Norris Aldeen. Allen Anderson, brother of Paul, was junior groomsman. Ushering were David Norbeck of Rockford, a Wheaton classmate of the couple, and Raymond Erickson, Rockford.

On the bride's side of the church, Mrs. Aldeen was seated, wearing an acqua dinner dress with purple orchid. Mrs. Anderson, Paul's mother, who traveled from the Anderson home in Grantwood, with the Rev. Mr. Anderson, Frances and Allen for the ceremony, was attired in a light blue print gown with a purple orchid.

Reception at Aldeens

The Aldeen home at 1715 East State street was the setting for the reception after the ceremony. The 200 guests were received in the living room and refreshments were served in the house and in the large garden. June's aunts, Mrs. Elsie K. Hanson, Mrs. R. A. Aldeen and Miss Edith Carlson and her cousin, Mrs. John Severson (Janet Carlson), poured during the evening, and Mrs. Lewis Larsen of Grantwood, Paul's sister, who also came west for the wedding, cut the cake. Mrs. Norris Aldeen and Miss Elizabeth Fletcher of Elgin, a classmate of the couple, served as hostesses.

The nuptial vocalist, Miss Seashore, and violinist, Mr. True, provided music during the reception, and a trio of Wheaton college friends, including Miss Seashore, Miss Dorothy Stam of Pompton Lakes, N.J., and Miss Ruth Stam of Wheaton, also sang. Miss Anna Marie Eavey of Wheaton accompanied the trio.

The couple cut a tiered wedding cake decorated in white with pink rosebuds, and pink and white appointments were used on the tea table. Bouquets of gladiolus were placed about the house.

Among the guests were Mr. and Mrs. Louis Bernatz of Indianapolis, Ind.; Messrs. and Mmes. Elmer Engeseth, William Fuerer, C. G. Garosha and Walter Soderdahl and Ensign and Mrs. David C. Foster of Chicago; Mr. and Mrs. Lewis Larsen of Grantwood; Mr. and Mrs. David F. Foster, Mrs. Lloyd Hunter and Miss Marjorie Glover of Wheaton and Ernest Muntz of Buffalo.

To Live in Boston

The newlyweds left for a short wedding trip, and for traveling, the new Mrs. Anderson wore a chartreuse and navy blue suit with navy accessories. Her small navy felt hat was veiled, and she had the white orchid from her bouquet pinned at the shoulder of her suit.

Paul and June will stay in the Aldeen house while the Aldeens are vacationing, and in the fall, the couple plans to go to Boston to reside. Young Mr. Anderson will take graduate work toward his master's degree in philosophy at Boston university. They'll drive east in time for the fall term.

Both he and June received their degrees from Wheaton college in June. Paul plans to study for the ministry. June is a graduate of East high school.

Mr. and Mrs. Aldeen entertained 25 guests at the bridal dinner at their cabin in New Milford on Friday evening, and today they will be hosts at dinner at Sweden house for out-of-town guests here for the wedding.

—Rockford (Ill.) *Star*

Special Occasions. When a new dramatic or musical season opens or some other event attended by Social Registerites (or their equivalents in places without registers) occurs, it is customary to have reporters and photographers present to cover the audience as well as the performance.

By June Parsons

Grand opera came to town last night in the grand manner.

It blew (literally) into the Civic Opera House with ermine and chinchilla, top hats and tails, orchids and jewels. Even the colorful "Aida" had a time competing with the brilliant show on the other side of the footlights.

One of the most elegantly turned out parties was the one Abner Stilwell, the opera company's president, and his wife brought to the performance after dinner at the Electric Club.

The men, of course, were all in full dress, correct to the last stud. Their ladies were dressed in black or white.

Mrs. Stilwell's gown—worn under a lush silver fox jacket—was black crepe slit from hem almost to knee, and girdled with gold musical notes.

Mrs. Dwight Green was sheathed in shimmering black satin—a long-sleeved high-necked gown with a draped skirt worn with short black gloves, two strands of pearls and orchids.

The white-for-evening school of thought was handsomely represented by Brunette Mrs. A. D. Plamondon, Jr., in a Grecian style white crepe embroidered with gold.

"Look-at-those-orchids" women all over the lobby breathed enviously when Mrs. Homer Lange walked in wearing three of the most perfect (and enormous) purple specimens of the evening on her white ermine coat.

What they didn't notice was the plaster cast covering her front teeth. She broke off two yesterday morning and it was a case of coming in a cast or not come at all.

Mrs. Orndorff's Arrival

There was another mild commotion with Mrs. John Orndorff's arrival. Her gold ensemble might have walked right onto the "Aida" set, and as one of the photographers put it, "she even had gold stuff in her hair and on her eyelids." Which she did.

Everywhere they go these days the Hugo Vogels say a few farewells, and last night between acts they added several more. Mr. Vogel is flying to England the 21st of the month and his wife will follow him by boat several weeks later to establish their home in London.

And attractive additions they should be to London society.

Last evening Jane Vogel wore a dramatic black velvet gown with a panel of gold lame running the full length of the front.

A duck and pheasant dinner at the Arthur Wirtzes' was the reason they and their guests—the Byron Harveys Jr. and Donald Easters—found it intermission time when they finally arrived at the opera house. Not that we blame them.

Mrs. Wirtz in Silver

Mrs. Wirtz was in chartreuse crepe spangled with silver sequins, and her little silver kid pumps had silver roses just above the toes. Mrs. Easter's gown was rustling dark brown taffeta with full puffy sleeves and a trim of ruching, and Kathleen Harvey wore a dust pink crepe designed for her eight years ago but the height of fashion today.

If her friends don't recognize her these days, Mrs. Robert Goes can blame her new coiffure. Possessor of one of the longest glamour bobs in town, she's just had her blonde locks chopped off to a three-inch bob.

One of Marilyn Morse's box guests last night, she wore a fuchsia faille dress off

the shoulder and looped up at the sides like the gown of a Civil War belle. Marilyn, another attractive blonde, was in white crepe embroidered with gold sequins, gold-trimmed white sandals, diamonds and a mink wrap.

Her mother, Mrs. Robert H. Morse, Jr., in the Conrad Poppenhusens' party, wore rose satin, mink and diamond clips.

Mrs. Ragland in Sable

In the sable department we saw Mrs. William Ragland (Edith Mason) wearing a handsome jacket of that luxurious fur, and chinchilla, probably the rarest of all skins, made its appearance on Mrs. Jacob Baur and Mrs. Ernest Graham.

Some of the other particularly attractive outfits observed:

Mrs. James G. McMillan's white crepe gown banded around the hemline with white fox and worn with a huge white fox cape.

Mrs. Frank Bering's cape-sleeved black crepe dress printed with sequin-studded roses and leaves. Her black platform sandals (shown to advantage by a slit skirt) were also be-sequined, and a spray of pink and white rhinestone flowers glistened in her hair.

Pearl Anne Wieboldt's bouffant gold tulle gown with a bodice and bandings of gold lame. She was beaueed by Jim Templeton, and they came with his parents, the Kenneth Templetons of Lake Forest.

Mrs. Stewart Boal's stark white crepe gown, worn with a short emerald green wrap, red ballet slippers, and a sprig of red flowers in her blonde hair.

Mrs. James G. Shakman's black gown complemented a black wool jacket embroidered with gold sequin scrolls.

—Chicago *Daily News*

GOSSIP COLUMNS

The avidity of readers for "inside dope"—intimate though perhaps inconsequential humorous, pathetic, unusual or anecdotal items—about friends and acquaintances and popular heroes worshipped at a distance, has resulted, not only in Washington, New York and Hollywood personal columns but also in a recrudescence of local "Around the Town," "On the Square" and similar columns.

The unusual new neon sign in front of a restaurant, the abnormally high sunflower, the skillfully sculptured snow man, the practical joke played upon a dignified prominent citizen—many of these and other items which give substance to the local gossip column might be developed into separate brevity-features. Collected and presented in the individualized style of a particular writer, however, their attention-getting value may be enhanced. Permitted greater stylistic freedom and a bit of friendly editorializing, the gossip columnist also can use a quantity of material which it would be difficult to work up into even an informal news-feature.

Anecdotes. After the Chicago *Sun* included in its "Chicago Briefs" column an item telling of the long eyelashes of one of the city's children,

mothers actually fought with each other in the newspaper office for the privilege of having their offsprings' lashes measured and photographed. One subsequent item in the series was as follows:

Move over, Mickey Cribben, Maureen Fitzpatrick, Dolores Wenk, Patricia Capetta and all your other lucky people with those long eyelashes!

Make room for a newcomer—Patsy Ann Doyle, 5, who lives at 5149 Emerald av. Her mother claims Patsy's blond lashes are a mite over $\frac{5}{8}$ inches long, which is longer than Mickey's, Maureen's, etc. etc.

—Chicago Sun

Columns of anecdotes may be called "Chatter," "It Happened In—," "Evening Chat," "Informing You," "It's News to Me," "Front Row," "Personally Speaking," or the like. The Wakefield (Mass.) *Daily Item* heads its column "The Item Hears" and begins each paragraph anecdote with "that." Typical items follow:

That visitors to Wakefield from the West ran into what they described as a "gold mine" this week when they were permitted to visit a huge field of corn and select their own, fresh-picked ears for the unusually low price of 50 cents a dozen.

That a youngster 9 years old and his younger sister of Yale avenue, appeared at the police station Tuesday with a wallet they had found which contained \$8. It was discovered at the station that the wallet belonged to a Melrose man.

Other typical examples:

The great bronze eagle that lends dignity and character to the central planting in Ward parkway at 67th street has lost its golden left eye, while the pupil is missing from the right.

One trusts Old Man Weather was responsible for the loss, rather than a human miscreant. The first casual observation left the observer uncertain.

The big eagle with a wing tip of 14 feet, is a piece from the Orient, 200 years old. It was once rated as a \$20,000 art object and stood at the entrance to the St. Louis World's Fair. An art dealer held it for a while, but it was too big for the average art collection.

—"It Happened in Kansas City" column, Kansas City *Star*

W. E. McCleary of Bondurant wonders if Mrs. Harry Wingate remembers, as he does, that Uncle Tom Mitchell's funeral was on such a warm day and was attended by so many persons that they had a big barrel of drinking water out on the lawn of the Universalist church for the dehydrated crowd.

—"Front Row" by Elizabeth Clarkson Zwart, Des Moines *Tribune*

Night Life. In metropolitan centers the frequenter of night clubs has superseded the Social Registerite as copy for columnists who make the rounds after dark.

Pump Room visitors the other evening caught a glimpse of the two men who may form the next Republican presidential ticket—Gov. Warren of California and Gov. Green—dining together . . . Shortly after they sat down, Col. Jack Arvey, the Democratic leader entered the room and visited with them. Politics was not discussed . . . Gov. and Mrs. Green were in a Pump Room party last night to help Mrs. Abner Stilwell, wife of the banker, celebrate her birthday.

—Kup's Column, *Chicago Times*

Entertainment Places. Similarly the night clubs themselves and other amusement places often are reviewed in the same manner as dramatic or musical events.

By Elizabeth Rannells

Soft lights, beautiful decor, hors d'oeuvres with the individual touch and solicitous service are the reasons the Town and Country room has become one of the town's quick-clicks. It is the spot for that pre-dinner, pre-show appointment, equally the place for the post-prandial, post-show meeting.

Not for heavy appetites is this addition to the Palmer House. It is just for that lull in the late afternoon, or for that after-the-show session, where every table has its coterie of critics.

And what is almost as important—the feminine guests feel like Powers' models, thanks to the bland and gentle illumination and the flattering colors of the room. They blend with all make-ups, thus putting the distaff customers in the cheerful mood.

Artistic Appetizers

But for the substantial part of the affair the hors d'oeuvres have been conceived in artistry and served with the same aplomb. Some may be familiar, but they come up with new titles, which adds to their enjoyment.

From the carousel menu such whimsies as beef treat, sea nymph, town tidbit and China chick are to be ordered. Left to right, the first is a ball of finely-ground tenderloin of beef, highly seasoned on a toast island and topped with a ring of onion. Sea nymph is a shrimp combination.

China Chicks

Town tidbit is a tasty thing of deviled ham and chutney in a flaky tart shell, finished off with toasted cheese. China chick is the new name for egg rolls.

Still other nibbling creations are country crumpets—toast fingers filled with cheddar cheese and dusted with Parmesan. Minnie munch puts a sardine on a toast raft with herb butter, chopped egg and pimento. Cheese souffles are just what the name implies, but miniature. Zakouski is the really de luxe item on the buffet buggy—sour cream and caviar in an oblong buckwheat shell.

The price is geared to individual items and not so expensive as it sounds. A suggestion—when ordering, decide on the type of snacks that will appeal to all in your party. Then order one representative for each guest so none will be slighted.

The guiding genius behind all this is Vincent Cordero. The bar opens at 9 a.m., the lounge at noon and both are open until 1 a.m. Hors d'oeuvres are served from 5 p.m. until closing. The rooms are closed on Sunday, but open on holidays. No reservations are taken—first come; first served.

—Chicago *Sun*

Society. To brighten the society page there is the society column, usually signed, which, while newsy, is in keeping with the trend toward interpretative writing to give and explain the news behind the news.

Effective formals seen recently include Nancy Wilmanns' (Mrs. Fred) strapless kelly green silk faille gown accented with a large pink rose at the waistline . . . Carol Herzfeld in a gown of her own design with a high neckline black lace bodice atop a bouffant white organdy skirt with inserts of the black lace . . . the strapless white dotted swiss dress of Carolyn Rowe (Mrs. Charles) . . . Nancy Inbusch (Mrs. Ralph) in a black crepe creation featuring a peplum edged with white lace . . . Betty Wright (Mrs. David) in a floral printed crepe gown in a patriotic motif—red, white and blue.

Was Helen Ely's face red when she "gracefully" tripped over the full skirt of her formal at a recent affair and landed in a horizontal position!

—*Milwaukee Journal*

CLUBS

Covering the activities of women's organizations is not much different from covering other meetings and speeches under any other kind of sponsorship (See Chapter XVI). If, however, there is a special page for women's club news or a column on either the society or women's page, greater informality usually is permitted the writers.

By Ruby Clayton McKee

Women's clubs! Once men laughed at the idea, but today that period is as outdated as the horse and buggy.

Clubs of 1946-47 will reflect the opinion of women throughout the nation with those women taking definite action for the promotion of goodwill and the prevention of another world war.

As local women assume their offices in their organizations, listing some of the recognized leaders in the nation interest centers around the activities of the Dallas Federation of Women's Clubs.

At a time when Americans are boasting of being Americans, Mrs. George A. Ripley, Dallas federation president, will use as her theme for the year, Citizenship is a Privilege and a Responsibility.

Through its departments, the federation will interpret to the delegate body and the public at large the work of the various clubs, and at the same time supply the clubs with data and information useful to them in their own fields. The federation with its more than 90 clubs and its thousands of members will act as a clearing house for its affiliated organizations.

To accomplish its plans, the federation departments will be featured on programs throughout the year. Appearing first will be the education department, Mrs. A. R. Allsup, chairman, on Oct. 1. The other departments to be presented are American citizenship, Mrs. Fred C. Lund, chairman, Nov. 5; public welfare and service, Mrs. Hattie Louise Browning, chairman, Dec. 3; legislation, Mrs. J. Franklin Reeves, chairman, in January; international relations, Mrs. Stone J. Robinson, chairman, in

February; American home and community, Mrs. R. D. Vaughn, chairman, in April. Other programs will be the Federation of Texas program in March with Mrs. Reuben Jackson as chairman; a fine arts program, Mrs. Mamie Folsom Wynne, chairman; the night of April 15; a luncheon in November honoring the department chairman, and a memorial service.

"It is my sincere desire through our program to encourage clubwomen to assume their full responsibilities as citizens . . ."

—Dallas *Morning News*

CHAPTER XVI

MEETINGS; CONVENTIONS; SPEECHES

BANQUETS

Every reporter worth his salt has, at one time or another, yearned to write two stories without worrying about the laws of libel and the canons of good taste—first, a frank interview with a pompous politician, and second, an objective account of a typical banquet. We're saving the first of these for the next time our pet senator comes to town, and today we present the parody story that ought to be—but never is—written, on a banquet we had the profound misfortune to attend the other night:

"Four hundred members of the Do-Nothing Club, who had quarreled with their wives last night and didn't want to stay home, were guests at a banquet in honor of the club's retiring president, George Spelvin, who is probably the emptiest windbag in the Northwest Territory.

"Great quantities of inferior liquor were served before the dinner (to deaden the taste of the unpalatable food) and each guest was so spifflicated by speech-making time that the talks were even more subnormal than their usual paleolithic level.

"The toastmaster, Bert Blowhard, was an insufferable bore, with a burleycue sense of humor and an irritating habit of roaring loudly at his own half-witticisms—which periodically woke up at least 200 of the post-prandial snoozers.

"Principal speaker of the evening was Judge Joseph 'Vestpocket' Jones, who came out in favor of motherhood, the American flag and the inalienable right of every citizen to breathe. He rose to the heights of eloquent incoherence at one point, when he dramatically stated that 'if the Redcoats ever dare to attack Concord again, we will seize our muskets and repel them as valiantly as our forefathers at Thermopylae!' This bold challenge was greeted with fervent applause by 116 grubby wardheelers whom the judge had packed into the balcony.

"After the speeches, an interminable song recital was given by Miss Hortense Flab, a 300-pound off-pitch basso who possesses the most raucous set of pipes this side of Mars. Miss Flab almost strangled herself to death while singing the 'Valkyrie Song' with gestures. Four Valkyries later shot themselves in protest.

"The banquet ended at 6 a.m. when the bartenders were forced to call for a rush-order of wheel barrows to cart off the remaining guests. It was subsequently discovered that Spelvin had absconded with the proceeds of the affair, and police have been instructed to send searching-parties after him and three other club officers who were found to have embezzled charity funds. The club's next meeting has been indefinitely canceled."

—Chicago Sun

- I. Meetings
 - 1. The Preliminary Story
 - 2. The Follow-Up
 - 3. Style
- II. Conventions
 - 1. The Preliminary Notice
 - 2. The First-Day Story
 - 3. The Follow-Up
- III. Speeches
 - 1. The Preliminary Story
 - 2. The Follow-Up
 - a. The Lead
 - b. The Body

MEETINGS, CONVENTIONS and speeches occupy the attention of the women's organizations mentioned on the society and club page and of other organizations whose news is printed in other parts of the newspaper. It is impossible for any newspaper to give adequate coverage to any sizable proportion of the total number of groups seeking publicity. Those considered the most newsworthy are of the following types:

1. Those which take an active part in local, state or national political and governmental affairs, as the League of Women Voters, Chamber of Commerce, Daughters of the American Revolution, American Legion, etc.

2. Those which have programs including widely-known speakers, musicians, artists, etc.

3. Those with large, nation-wide memberships which hold elaborate conventions annually. Of this type are most fraternal lodges, routine news of which may be ignored but whose yearly meetings are first-rate shows.

This chapter is one of instructions for covering the activities of an organization which is considered worthy of adequate news treatment. Many organizations, including those mentioned, receive such treatment regularly; others occasionally, as the news interest warrants.

MEETINGS

The Preliminary Story. Every meeting is held for a purpose and this purpose should be the feature of the preliminary or advanced notice. From the secretary or some other officer of the group which is to meet, the reporter should learn the nature of important business to be discussed, of committees which will report, speakers, entertainment, etc.

Note how the second of the following leads emphasizes purpose:

WEAK: The Cosmos club will hold a meeting at 7:30 o'clock Thursday evening in Swift hall for the purpose of discussing the question of whether or not undergraduate students should own automobiles.

BETTER: Undergraduate ownership of automobiles will be discussed by the Cosmos club at its meeting at 7:30 Thursday evening in Swift hall.

Other vague beginnings to avoid include:

There will be a meeting—

The purpose of the meeting —

At 7:30 o'clock—

The first meeting of the year—

The reporter should ask if the meeting is regular or special, business or social. He should inquire if a dinner or refreshments will precede or follow, whether any entertainment, dramatic, musical or otherwise, is planned. The main attraction of the meeting may be some special program. A meeting to elect or install officers, initiate candidates, hear a particular committee report, or a speaker, or to celebrate an anniversary, etc., has an obvious feature from the news standpoint.

The reporter must be sure to obtain the following data:

1. *The Organization.* Its exact name, and the name and number of the post or chapter. "Local Odd Fellows" is not enough; instead, write, "Keystone Lodge No. 14, I. O. O. F." That is the usual form: name of the local chapter first, then the number and finally the name or usual abbreviation of the national organization.

2. *Time and Place.* In the preliminary story this information must be definite and accurate. A meeting scheduled for 8 o'clock should not be mentioned in the news story as to begin at 8:15. "Friday evening" is not enough; the exact hour should be given. Both the building and room should be given in stating the place.

3. *The Program.* If there is a program of entertainment, the reporter should obtain it in detail. He must get names of musicians and their selections, names of casts and dramatic coaches, decorations, orchestras, committees in charge, etc. Only the "highlights" of a program need be mentioned and they in order of importance, rather than in the order included in the program.

Note how purpose is emphasized in the following examples:

The American Legion Auxiliary's 5th district will meet at 8 p.m. Saturday in the Community club rooms, 1600 South Grand avenue, to hear annual reports by district chairmen and to elect delegates to the state and national conventions. Mrs. Martha Watkins, district director, will preside.

By Justin McCarthy

Greater participation by unions of the American Federation of Labor in coming congressional campaigns is scheduled to be one of the principal topics of discussion by the A.F. of L. executive council meeting in the Drake Hotel tomorrow.

The week-long council meeting is considered by William Green, A.F. of L. president, to be one of the most important ever held because of the "vital national and international labor problems to be considered."

The 15-man council, which is the spokesman for more than 7,000,000 A.F. of L. members, also will decide policy with regard to A.F. of L. representation in the International Labor Organization.

Secretary of Labor Schwollenbach has proposed that the A.F. of L. rotate its representation on this group with the Congress of Industrial Organizations. The A.F. of L. officials are bitterly opposed to this idea . . .

The council also will make a detailed report on progress of its southern organizing drive.

It also will formulate a domestic program designed to prevent inflation and to guard against a future depression. The new administration policy of prohibiting "second round" pay raises if they are to be used by employers as the basis for price boosts also will be discussed . . .

—Chicago Sun

Sometimes the preliminary note may be the excuse for an historical sketch of the organization, as:

Having enjoyed a vigorous life for 80 years, the United Charities is pausing next week to give itself a birthday party. With a program as impressive as the occasion demands, the celebration will take place at the Palmer House the afternoon of the 16th.

Dr. James Rowland Angell is coming out from Yale to make the principal address of the party, and a pageant and tea will supplement the speeches.

As president of the group, Merle Trees will be chief host. Mrs. Gordon Lang heads the committee in charge of the event, and is drafting a corps of her young friends who will act as ushers and hostesses in costumes their mothers used to wear as members of the organization. . . .

Since 1857, when 23 Chicago business men founded the organization, it has been run largely by the same families. Joseph T. Ryerson, William H. Brown, John H. Dunham, Mark Skinner, John Kinzie, Philo Carpenter and Wirt Dexter were some of the founders who named themselves the Chicago Relief and Aid society and obtained a state charter still in use.

They confronted the first big test of their efficiency in 1871 when Mayor Roswell B. Mason turned over to them the job of looking after the thousands of Chicagoans whose homes were burned down in the October fire. Until then their chief means of relief had been money, but that fall, with T. M. Avery as chairman of their shelter committee, they bought timber to build 8,000 houses, one of which still stands on the near northwest side.

Henry King, the father of Mrs. Cyrus Bentley and Henry King, was president of the society that year and wrote letters of thanks to people in the Sandwich islands, in China and Guatemala, and in more familiar places, for their contributions to Chicago's rebuilding fund.

It was Mr. Avery's task to distribute building materials, food and clothes that came in from all parts of the country, and files in the present headquarters on N. Wabash avenue still contain requests made to the shelter committee. . . .

—Chicago Daily News

The Follow-Up. In the follow-up or story after the meeting has been held, the outcome or result should be featured, and the writer should look to the future. For instance, avoid:

Keystone Lodge No. 14, I. O. O. F. last evening voted to build a new million dollar lodge hall.

Rather, emphasize the future, as:

Keystone Lodge No. 14, I. O. O. F. will build a million dollar lodge hall, it was decided at last evening's meeting.

Or, better still:

A new lodge hall to cost one million dollars will be erected by Keystone Lodge No. 14, I. O. O. F., as the result of last evening's meeting.

Other beginnings to avoid include:

The Cosmos club met last evening—

At a meeting of—

There was a meeting—

The purpose of the meeting was—

One of the most interesting—

The outcome of the meeting—

The reporter should learn the disposition of each item of business. Some matters will be laid on the table or referred to committees. Others will be defeated outright. Some business, of course, will be concluded. If the meeting or business is important, the writer should include in his story, not only the result of balloting, but also the arguments presented by both supporters and opponents of each measure, both those that passed and those that were defeated.

The account of a meeting which has been held never should read as the secretary's minutes. The items of business are mentioned in the order of their importance, rather than chronologically, as considered at the meeting.

It is important to obtain the exact wording of resolutions and the memberships of committees. It is not necessary to mention the presiding officer unless someone other than the president or usual chairman was in charge.

In the follow-up story, the time and place need not be stated so definitely. "Last evening" is sufficient as it is immaterial the exact moment at which the chairman sounded his gavel. The name of the building in which the meeting was held is enough, especially if the organization has

a regular meeting place. If the time of the next meeting is not fixed by custom, it should be mentioned.

Names of everyone who took part in the program should be obtained if a complete account is desired. If a ladies' auxiliary serves a meal or refreshments, the names of the women who helped should be mentioned.

Note in the following examples how each writer caught the spirit or importance of the occasion which he interpreted interestingly:

The so-called conservative element in the labor union movement was successful in the annual election held Wednesday night by the Milwaukee Federated Trades' council.

Herman Seide was reelected secretary by a vote of 458 to 169 over Al Benson, former sheriff and now organizer for the United Textile Workers of America, a C. I. O. affiliate.

Anton Sterner, nominated to oppose J. F. Friedrich for the post of general organizer, withdrew. Friedrich was reelected by 624 votes.

For secretary-treasurer, Emil Brodde was reelected with 458 to 164 for Severino Pollo. Frank Wietzke, sergeant-at-arms for more than 40 years, was reelected without opposition.

In the contest between conservative and liberal slates for the nine places on the executive board the same division was apparent. Those elected and their votes are: . . .

—*Milwaukee Journal*

A rousing baseball meeting, compared by old timers to the famous Oriole days before the turn of the century, was held last night at the Southern hotel. More than 500 fans—prominent business men and plain, everyday bleacherites—sang "Take Me Out to the Ball Game," and listened to speeches by boosters and widely-known baseball men.

The banquet was held under the auspices of the Baltimore Civic association, which will sponsor a street parade today before the opening in the afternoon of the International league season. The Orioles will play the Toronto Maple Leafs.

Members of the Baltimore and Toronto teams were introduced. Shag Shaughnessy, president of the International league, spoke.

—*Baltimore Sun*

Style. Expressions such as, "Members are urged to attend," and "The public is cordially invited," should be avoided. If the purpose of the meeting is stated correctly, the former expression is superfluous. The latter expression is poor because of the "cordially." If an invitation is not cordial, it should not be extended.

Other expressions to avoid include:

- was the most important happening—
- was the main business transacted—
- was the topic of discussion—
- featured the meeting—
- was the principal transaction—

CONVENTIONS

Some organizations, as the American Legion, W. C. T. U. and the D. A. R., are influential in state and national affairs. Consequently, when one of these organizations meets, what it does is of general interest. Such conventions frequently pass resolutions concerning vital political and business situations and recommend passage of certain laws by state legislatures and Congress. They even send lobbyists to state capitals and to Washington.

Conventions of other organizations which ordinarily are non-political may be of widespread interest because of their large membership. Fraternal orders such as the Masons, Elks and Moose have chapters in all parts of the country, and their conventions attract thousands of delegates from all states. Church groups, business men's organizations, scientific and educational bodies, etc. consider matters of general interest. Frequently the first announcement of a new scientific discovery or theory is made in a paper presented at a convention of some scientific group.

Aside from the general interest which an important convention creates, there also is local interest, provided the locality is to be represented by delegates. If any local person is an officer or has a part in the program, the local interest is heightened. Many fraternal organizations hold drill team, band, fife and drum corps and other contests at conventions, and the local chapter may compete.

The Preliminary Notice. The first story of a convention usually appears a week or two before the opening session. Almost every important organization has a secretary or official who prepares notices for the press. The advanced notice emphasizes the business of the convention and the important speeches or papers to be given or read. Sometimes the nature of a report which a special committee will make is disclosed in advance.

Note in the following examples of leads of preliminary notices of conventions that the writer in each case emphasizes the most important plans from the standpoint of general interest:

College training for women interested in the field of commerce and business administration will be studied and discussed at the 10th annual convention of Gamma Theta Phi, national professional sorority of commerce and business administration, tomorrow through Sunday in the Windmere hotel.

The National Federation of Women's Republican Clubs will make congressional campaign issues the principal theme of the organization's third biennial convention in Philadelphia Sept. 26 and 27. Mrs. W. Glenn Suthers of Chicago, president since

1942, will direct the sessions at the Bellevue-Stratford hotel. Several hundred delegates from 42 states and from the District of Columbia are expected.

—*Chicago Tribune*

In addition to the general story of a convention, or even instead of it, a local newspaper may print a story playing up the "local" angle—the part that local delegates will play, as:

With the hope and expectation of bringing next year's state convention to Milltown, 58 members of Keystone Lodge No. 14, I. O. O. F., accompanied by wives and families, are in Petersburg today.

Occasion is the 27th annual convention of the state I. O. O. F. in which several members of the local lodge will play prominent parts.

The First-Day Story. The story which appears just before the convention begins may emphasize the purpose and main business of the meeting, or it may play up the arrival of delegates, the probable attendance and the first day's program. Often a meeting of the officers or executive committee precedes the convention proper.

Some matter related exclusively to the internal organization of the group may be of sufficient general interest to be the feature, as when a rule changing the requirements for membership, or union with another organization is to be debated. Frequently an internal political fight is anticipated in the election of officers or selection of the next convention city.

A newspaper printed in the city entertaining a convention joins with the rest of the community in welcoming delegates. Reporters are assigned to gather side-features and anecdotes unrelated to the serious business of the convention. Statistics may be included of the oldest delegate, the delegate who has come the longest distance, the delegate who has attended the most conventions, the delegate who flew to the convention by airplane or arrived in some other unusual manner, the tallest delegate, the shortest, etc.

The newspaper may take advantage of the opportunity to obtain feature interviews with important or picturesque delegates and speakers. At a gathering of editors of college newspapers, a reporter obtained numerous interviews regarding drinking in colleges, a subject entirely different from the business of the convention.

The following is a well-written first-day convention story which "catches" the spirit of the occasion:

Cleveland, July 13.—(AP)—The Shrine brought its big show to town today and made Cleveland an oriental oasis of parades, concerts, ceremonies and funmaking.

Delegates were arriving by the thousands, by special trains, by automobile, by plane and by boat, and tomorrow between 60,000 and 100,000 nobles are expected here for the 57th annual convention of the Ancient and Arabic Order of the Nobles of the Mystic Shrine of North America.

Today was listed on the program as all-Ohio day, with 750 members of the six Ohio temples initiated into the order, but the arrival of delegations from all parts of the country came in for equal attention.

One thousand members of Medinah temple of Chicago, the largest in the order, arrived in spectacular fashion, on the Lake Steamer Seandbee. The Chicagoans, bedecked in red, green and yellow uniforms and bright red fezzes, paraded from the dock behind Al Koran patrol of Cleveland, and tied up downtown traffic for a half hour.

Medinah sent a brass band, an oriental band, 500 uniformed men and a headquarters company from its 23,000 members. This year a Chicago man, Thomas J. Houston, is to be elected imperial potentate and the windy city is a contender for next year's convention.

Lulu temple of Philadelphia sent the next largest delegation—900—and presented a quarter-mile long march of sound and color. Moolah temple, St. Louis, with 500 nobles, arrived on the Steamer Eastern States, while Iram temple of Wilkes-Barre, Pa., also came by boat, via Buffalo.

Abu Bekr, Sioux City, attracted attention with its white Arabian mounted patrol of 30 pure white horses. Syria temple, Pittsburgh, was represented by 700 nobles campaigning for the election of J. Milton Ryall for outer guard.

Band concerts, a lake cruise to Put-in Bay, patrol drills and the annual meetings of the recorders and the royal order of jesters, composed of men high in shrinedom, completed the day's program. Tonight was given over to a Mardi Gras and carnival, with Lakeside avenue roped off for the merry-makers.

San Francisco was unexpectedly put forward as a candidate for the next convention of the Shrine of North America. Pacific coast delegates got behind the move at a breakfast given by Leo Youngsworth, Los Angeles, past potentate of Islam temple. Previously Chicago had been the only city mentioned for next year's gathering.

Fourteen nobles of Hella temple, Dallas, came by airplane. Another long distance air delegate was Gerald Biles, postmaster of the Canal Zone, who flew from Panama to Cleveland.

Lou B. Windsor of Grand Rapids, Mich. is the oldest member of the imperial council present and is attending his 44th annual convention. He was imperial potentate in 1900. Another veteran in attendance is John A. Morrison of Kismet temple, Brooklyn, N. Y., known as the "grand old man of New York Masonry," who says he has attended every convention since "way back when."

Robert B. Kennan of Carnegie, Pa., the tallest delegate attending the Shrine convention, was listed by police today as the first "convention casualty."

Kennan, seven feet tall, was cut on the neck when a bottle of stench fluid was tossed in the lobby of the Hotel Winton. More than 100 persons were routed by the incident, which police blamed on hotel labor troubles.

The Follow-Up. After a convention begins, newspapers report its progress. Important speeches and debates are reported, and the outcomes of votes watched. Minor speeches, such as the address of welcome and the response and the humorous after-dinner talks at the banquet, may be ignored by press associations and correspondents, unless someone disregards custom and selects such an occasion for an important statement. Scientific papers and speeches must be written up so as to be understandable to the average reader.

Entertainment provided for delegates and their wives, the convention parade and minor business matters pertaining to the organization only, are not given much space. If the organization awards prizes of any sort, the names of the winners are desired by various outside papers whose readers are likely to be interested. Such prizes may be for the best showing in the parade, for the largest delegation, for the delegation coming the longest distance, for drill team, band, or fife and drum corps competition, for the chapter which has increased its membership the most during the year, for the chapter which has contributed most to a certain fund, and so on.

The results of the election of officers and selection of the next convention city usually are of general news interest. Papers in cities which bid for the convention or whose chapters have candidates for offices, frequently arrange for prompt coverage of elections, depending upon the importance of the convention.

In the following examples note how various elements of general interest are emphasized:

BUSINESS

Pounding the gavel which Chicago's first mayor used to call the first city council meeting to order May 8, 1837, Charles B. Pike, president of the Chicago Historical society, yesterday afternoon opened the eightieth annual meeting of the society in its museum building in Lincoln park.

For the tenth consecutive year Mr. Pike was retained as president and all of last year's officers were reelected, including Henry J. Patten, first vice president; Frank J. Loesch, second vice president; Cecil Barnes, secretary; Paul S. Russell, treasurer, and B. A. Brannen, assistant treasurer.

SPEECH

A militant charge to "stand firmly upon the truth of the Scriptures, love God, and diligently follow His word" was made to 2,000 young Lutherans Monday night by the Rev. Dr. J. W. Behnken of Oak Park, Ill., president of the Missouri synod. He addressed the opening session of the 54th annual convention of the International Walther league at the Auditorium . . .

—*Milwaukee Journal*

PAPER

St. Louis, April 21.—(AP)—Increased travel between the North and South has made necessary extra precautions to prevent the spread of malaria, Dr. Henry E. Meleney, of Vanderbilt University School of Medicine, Nashville, Tenn., told physicians attending the twenty-first annual convention of the American College of Physicians today.

IMPORTANT DEVELOPMENT

Atlanta, Ga., April 22.—(UP)—The Georgia Federation of Labor was split into two factions today when American Federation of Labor followers walked out of the state convention and left a group affiliated with the Committee for Industrial Organization in charge of the meeting.

Followers of the A.F. of L. immediately opened a convention of their own in a hotel across the street.

RESOLUTION

Swayed by the argument of a vigorous woman lawyer that women are physically stronger than men, the Illinois Federation of Business and Professional Women's clubs yesterday condemned the bill now pending in the legislature to limit the working day for women to eight hours. The federation took the position that the proposed law would cause discrimination against women in employment.

INTERPRETATION

Memphis, Tenn., April 17.—(Special)—Tidbits of a philosophy rare in the great bureaucratic planning wilderness of the Tennessee valley formed part of the fare of the midsouth section of the American Society of Civil Engineers which closed a two days' meeting here today.

While the recent Mississippi river flood stage was conquered by engineers who took advantage of nature's law that water runs down hill, the human element in relief planning has not proved so amenable to discipline.

"The trouble is," said Dr. Gus Dyer, professor of sociology and economics at Vanderbilt university, Nashville, Tenn., "not that folks can't, but they won't. All you can do is to inspire people. It is next to impossible to lift people by helping them."

IMPORTANT OUTCOME

The cornerstone of a united Methodist church—biggest Protestant unit in America—was laid today at the First Methodist Episcopal church of Evanston.

On and around this cornerstone, a joint commission hoped to wall up the breach that has separated the Methodist Episcopal church, the Methodist Episcopal church, South and the Methodist Protestant church, for more than 100 years.

Fifty commissioners from the Methodist Episcopal church, the Methodist Episcopal church, South, and the Methodist Protestant church, who concluded a week's meeting here today, approved without a dissenting vote the plan for merging the three bodies in one, under the title "The Methodist Church." The plan, which will not become operative until ratified by vote of the several churches in general and annual conferences, a process requiring at least six years, involves reorganization.

In the following examples note how the local interest is emphasized:

Members of the five D. A. R. chapters in Milltown have representatives at the convention of the Page county D. A. R. today in Brillion.

The American Society of Agronomy will hold its annual summer meeting at the University of Wisconsin next year. This was decided by unanimous vote of its members at its recent annual meeting at Columbia, Mo.

SPEECHES

The Preliminary Story. In obtaining information for a story about a speech to be given, the reporter must pay especial attention to the following:

1. Adequate identification of the speaker
2. The occasion for the speech
3. The exact time and place
4. The exact title of the speech

Identification of the speaker in the lead may not be lengthy, but the body of the story should contain those facts about the man which indicate that he is qualified to discuss his subject. The opinions of other persons may be obtained and quoted to emphasize the speaker's ability, but the reporter himself should not say that "he is well qualified," "is an authority on his subject," etc. It is better to give an adequate account of the speaker's experience and let it speak for itself.

The speaker's name usually is more important than his subject and, therefore, should come first in the lead. Sometimes, however, the subject may be more important, but it rarely is advisable to begin with the exact title in quotation marks. Note in the second example below how the writer emphasizes the subject and at the same time the importance of the speaker:

WEAK: "Commercial Aviation" will be the subject of a speech to be given . . .

BETTER: The causes of several recent commercial airline accidents will be analyzed by . . .

Sometimes the occasion is more important than either the speaker or his topic, as:

The 55th anniversary of the Milltown Salvation Army will be celebrated at 3 P.M. Sunday at the Municipal Opera house with Commander A. K. Asp delivering the principal address, a résumé of the Army's rise to second position among local charities.

In addition to a further identification of the speaker, the body of a preliminary speech story should contain the program of the meeting at which the speech will be given and additional details about the occasion.

In the following example of a well-written preliminary speech story,

the lead emphasizes the speaker's name, and the body explains his importance and also the occasion on which he is to speak.

State Sen. Charles H. Bradfield, Rushville, will speak on the state parole system at the monthly meeting of the Council of Social Agencies at 12:15 P.M. Thursday at Hotel Wolseley.

A member of the joint legislative committee which recently recommended a complete overhauling of the existent parole system, Senator Bradfield has been a severe critic of Gov. Herbert Crowe for his failure to make a public statement on the committee's report.

"It was Senator Bradfield, more than any other member, who was responsible for the recommendation that a board of alienists be substituted for the present board," declared Maurice S. Honig, president of the council, in announcing Thursday's meeting.

The council's committee on legislation, of which Mrs. Arne Oswald is chairman, will report on the results of its study of the legislative committee's recommendations.

The Follow-Up. After the speech has been given, the emphasis should be upon what the speaker said, rather than upon the fact that he spoke. Never write:

Bruce Paddock, Prescott city manager, gave a lecture Thursday on "Municipal Government" to the Kiwanis club of Greensboro.

Such a lead is vague and indefinite. It is only a preliminary story lead put into the past tense. It misses the feature entirely.

The feature should be found in something that the speaker said. The reporter must follow the orthodox rule of important details first and must disregard the chronological order of a person's remarks. No good speaker ever makes his most important point in his introduction. The reporter should play up the speaker's most startling or important remark, which may come at the very end of his speech. Such expressions as "The speaker continued . . ." "In conclusion the speaker said . . ." etc. do not appear in a well-written story.

Every speaker tries to make a point, and the news writer should play up the speaker's attitude toward his subject as a whole. This is not a hard and fast rule. however, as frequently it is better to pick for the lead some casual statement or remark that has strong local interest. In playing up an aside or incidental remark, however, care must be taken not to give a wrong impression. It is easy to misrepresent a speaker's attitude by picking a single sentence which, when printed alone, has a very different meaning than when considered as a part of the complete text.

The timeliness of a speaker's remarks may determine selection of the

feature. If he refers to some vital public problem of the moment, his opinion regarding it may be more important than anything else he says. This, of course, is contingent upon his importance as an authority on whatever he may be discussing.

During political campaigns it is difficult for a reporter who travels with a candidate to write a different story daily, because the aspirant for office gives nearly the same speech day after day. The same difficulty is met with in reporting public lectures by persons who speak frequently on the same subject. If the writeup of the speech is for local consumption only, the feature may be selected on its face value, provided an account of a similar speech by the same person has not been printed recently. The reporter, however, should not play up as something new and startling, a remark which actually is "old stuff" to both speaker and auditors.

To localize the appeal of a speech means to play up any reference which the speaker makes to the immediate locality. Thus, if in the course of a lecture on geology, the speaker declares that the vicinity in which he is visiting is a very fertile field for research, that remark may be the most interesting, from the standpoint of his audience, of any he makes. The same speech, written up for a press association, might have an entirely different lead.

The time and place need not be stated so definitely in the follow-up as in the preliminary story, and the identification of the speaker should be brief.

The Lead. Possible rhetoric leads for a follow-up speech story include:

1. The speaker's name
2. The title
3. A direct quotation
4. A summary statement of the main point or keynote
5. The occasion or circumstances

If there is reason for emphasizing the authority of the speaker, the story may begin with the name, as:

Chief of Police Arthur O. Shanesy last night told members of the Chamber of Commerce at their monthly meeting that traffic accidents in the downtown business district are largely the fault of merchants.

Stanley, N.C., July 4 (INS.)—Undersecretary of War Royall predicted today that one form of government, perhaps democracy, will cover the world within the next few years.

Ordinarily it is weak to begin with the speaker's name, because by so doing the importance of his remarks is minimized. For the same reason the lead seldom should begin with the exact title unless it is stated in an unusual way or in a way which makes a title lead effective, as:

"America's Weakness" is her failure to realize that the frontier has disappeared, according to Prof. Arnold L. Magnus of Booster college's political science department, who spoke on the subject last evening to the Milltown Lions club.

Opinion differs regarding the direct quotation lead. Jackson S. Elliott, assistant general manager of the Associated Press, has said: "Show me a news story that begins with a direct quotation, no matter how striking it is, and I will show you how it could be improved by taking the quoted statement out of the lead and placing it in the body of the story."

Other editors condone the direct quotation lead when the intention of the writer is to play up some startling statement rather than to epitomize the speaker's general attitude. Obviously, it is seldom that a speaker himself summarizes his entire speech in any one sentence contained in the speech itself.

The following is a fairly good use of the direct quotation lead:

"World War III is inevitable within five years," Harold E. Paulson, professor of political science at Booster college, told the World Affairs club last night in Memorial hall.

The "partial-quotation" lead is a way to avoid lengthy direct quotations which would lack definiteness, as:

Schools, by failing to develop to the full the "creativity" of all their students, are responsible in large measure for "countless not fully developed humans," Dr. John L. Tildsley, retiring assistant superintendent of schools, told 1,800 art teachers and students yesterday. He spoke at the opening session at the Hotel Pennsylvania of the 28th annual convention of the Eastern Arts association.

The best lead for a speech story is one which summarizes the speaker's general attitude toward his subject or which gives the "keynote" of the speech. The following are good examples of this type of indirect quotation lead:

There is more to teaching a child to read than rules of grammar and punctuation. So says Dr. Paul A. Witty, professor of education and director of the psycho-educational clinic at Northwestern University.

Witty today addressed a group of educators assembled for a three-day conference on the Role of Language in Modern Life.

Children "have not learned to read until they can distinguish between significant and insignificant facts in print," he said. . .

—Chicago Daily News

Caution was urged in fighting for women's "rights" in both political and economic fields by Miss Charl O. Williams, Washington, D. C., president of the National Federation of Business and Professional Women's clubs, in the last lecture session of the north central regional conference last weekend at Springfield.

The lead may emphasize the occasion or the ovation given the speaker, the crowd or some unexpected circumstance which occurs during delivery of a speech, as in the following examples:

It was ladies' day at the chamber of commerce today and Chicago's business men, who had as their guests members of the Alliance of Business and Professional Women of Chicago, learned from an American newspaper correspondent and lecturer, how a woman can choose a man-sized job for a career and become eminently successful.

Just six weeks after he was arrested for having in his possession a pamphlet of the American Workers' party, A. J. Muste, executive chairman of the party, last night explained its tenets to an audience of about 100 in the auditorium of Belleville city hall.

Kansas City.—(UP)—Gerald L. K. Smith delivered his address on "The Red Plot to Destroy America," despite a threatened knife duel which nearly broke up the meeting.

Two ushers and three members of the audience who had booed Smith's speech were booked on charges of disturbing the peace, then released under \$25 bond.

If several speech stories are to appear on the same page, as a page in a Monday edition including stories of Sunday's sermons, there should be variety in the use of leads. The average sermon is difficult to report because there seldom is a well-defined feature or keynote. A "title" or "speaker's name" lead may be used for a sermon story.

Beginnings to avoid in writing a speech story include:

The feature of the Chemical society meeting last evening in Swift hall was a speech by . . .

Lieut. Amos Andrews spoke to members of the Chemical society in Swift hall on the subject . . .

"Shakespeare" was the topic of an address given last evening in Swift hall by . . .

Speaking at a meeting of the Chemical society last evening in Swift hall, Lieut. Amos Andrews declared that . . .

Pennsylvania limestone was discussed last evening at a Geology society meeting in Swift hall by . . .

All of these leads are vague and indefinite. They do not satisfy the reader's curiosity as to what the speaker thinks about his subject.

The Body. The second paragraph of a speech story ordinarily should explain the occasion on which the speech was given, if the lead does not do so. The rest of the body should consist of paragraphs of alternating direct and indirect quotation. The first paragraph of direct quotation well may be an elaboration of the indirect quotation lead.

If, as often happens, the reporter has an advanced copy of the speech, he has no difficulty in obtaining direct quotations. Otherwise, he must develop facility in taking notes.

How often a "he said" or synonym should be inserted in the body of a speech story depends on the length of the article. In paragraphs of indirect quotation a "he said" should be used as often as needed to make it clear that the ideas expressed are those of the speaker rather than of the writer. Direct quotations should be preceded, broken or followed by a "he said" or its equivalent.

The writer should try to use the most forceful synonym for the verb "to say." Any good dictionary of synonyms or a thesaurus includes many score. The verb "to say" itself should not be used more than two or three times in a story.

Substance can be given to the speech story only by the reporter who knows something about the speaker and his subject. Otherwise it is impossible to comprehend the speech as a whole, to digest it with proper emphasis or to convey the proper impression of the occasion on which it was delivered. A speech is an event and the superior reporter comprehends its significance. The factual material of a series of phrases in a sentence or paragraph may come from a half dozen widely-separated portions of the speech as a whole, yet be properly grouped so as to give a complete and accurate summary of the speaker's point of view. Note the understanding displayed by the writers of the following stories:

Education is the No. 1 problem in keeping America a land of opportunity, Ellis Arnall, ex-governor of Georgia, told more than 1,500 persons who last night packed the auditorium of Junior college.

Arnall's appearance was the second of a lecture series sponsored by the Teachers' co-operative council. Well before the 8 o'clock hour of the lecture it was almost impossible to find a parking place within many blocks of the college building at Thirty-ninth and McGee streets. Parking on the narrow streets caused such congestion that extra police had to be sent to the scene.

World Is Moving Swiftly

In sentences that came swiftly despite the ex-governor's southern drawl, he painted a picture of the fast-moving world of today. It is, he said, the most interesting period in history in which to live.

Briefly he touched on large, over-all problems that confront the world. He spoke out for a strong armed force, but one to be used against banditry.

"You can't bring peace by preparing for war," he warned his audience.

"The atomic bomb does not hold the key to the peace of the world," he declared. "War can neither be ended by preparing for its coming nor by making it more horrible. The United Nations does hold out a chance. We live in one world. We must have one world or no world."

Up to the Human Element

He went on to point out that international agreements can stand only upon the reliability of nations and that the character of these nations, in turn, stems from their own people.

"If we are going to have a better world, we must start with men and women—the human element," he said.

Then working toward his central theme of education, Arnall spoke for free elections. . . .
—Kansas City Times

Literature is the only serious attack ever made on loneliness in the opinion of Christopher Morley, one of America's outstanding literary masters who addressed a capacity audience last night in Thorne hall on the Northwestern university McKinlock campus. Several hundred auditors in an adjoining room heard Mr. Morley by means of a loud speaker.

Phrasing his words in the inimitable metaphorical manner familiar to lovers of his many books, the speaker explained the title of his informal discourse on "Streamlines on Literature" by contending that "wastage" must be eliminated by contemporary fictionists.

"Readers must be permitted to form their own mental images of realistic objects; they can imagine a chair better than any writer can describe one," he declared. "The writer must stress the human and spiritual reactions of his characters." He cited the works of Virginia Woolf as indicating the direction that modern literature is taking.

Mr. Morley devoted some time to Chicago's other literary visitor of the day, the exotic Gertrude Stein. According to him, Miss Stein confuses words and sounds and is illogical in accrediting the inability of the average person to understand her by claiming to be profound.

"It is impossible to go far in one art by using the materials of another," Mr. Morley maintained. "Miss Stein recognizes the subconscious flow of attention which a writer must capture and captivate in a reader. However, you cannot reduce literature to childish naivete."

Indicating that he has not abandoned his predilection for capitalizing in a literary way on every experience, Mr. Morley pointed out four paradoxes which he has observed during his ten-days' Chicago stay. He compared the "shrill, upper note of Chicago police" to the "clear, austere chirp of the New York police" and declared the former as typical of the "levity, irony and allure of Chicago street life." . . .

—Evanston (Ill.) News-Index

CHAPTER XVII

INTERVIEWS

The major interview is a carefully constructed transmitting device, a medium, a mirror. It is a mirror held up to remarkable personality. It is a mirror in which newspaper or other readers see the spiritual, moral and logical features of an outstanding statesman, admiral, general, orator, poet, novelist, playwright, artist, scholar, philosopher, critic, physician, surgeon, business man, journalist.

—Edward Price Bell, *Chicago Daily News*

Interviews with well known local people or prominent visitors provide many newspapers with much news copy. A local banker, pastor, city or county official, doctor, attorney, or head of an industrial plant can discourse at length on his particular field of endeavor, and the material furnished usually can be woven into an interesting article. To the skilled writer every person, be he or she a farmer, fireman, nurse, insurance salesman, undertaker, child or just plain loafer, is the source of a potential news story.

—Kentucky Press

It is commonly said that the reporter meets a great many interesting persons. This is true; but the persons he meets show to him their least interesting side. He meets them as an interviewer, or as one of a battery of interviewers. To such questions as, What is your favorite flower? or Do you advocate the cancellation of the international debts? or Is equal suffrage the answer to social unrest in the Balkans? the interviewee (unless a publicity agent has prepared a handout in advance) presents a hostile or perplexed front. In my own talks with many celebrities in many walks of life, I have

never enjoyed but one interesting experience, and that was when I was a cub, utterly ignorant of national politics, and was assigned to interview William Jennings Bryan. I sat on the edge of a hotel bathtub while Bryan shaved and suggested questions as well as answered them. This was an honest interview because one man did it all. It was not a hybrid, representing truthfully neither party to the transaction.

—Silas Bent in *Ballyhoo*

Here's new and glamorous light on the old truth that no two persons see and hear and report a story alike.

Six University of Hawaii students who interviewed Dorothy Lamour at Waikiki Beach asked her whether she preferred a sarong to a grass hula skirt. And here is what the six writers reported:

1. "I like the hula skirt, but it's different from the sarong. When you walk, the legs show through the hula skirt, but not through the sarong."

2. Though perfectly at home in a sarong, Miss Lamour feels funny in a hula skirt. "Especially around the legs when you walk," said the actress, pointing to her shapely limbs.

3. Asked whether she had tried the hula skirt, Miss Lamour replied that she had, but had found it uncomfortable around the knees while walking.

4. "A hula skirt feels different down here," she said, and she patted her legs. She declared she likes the sarong better.

5. She finds the hula skirt allows more freedom of movement than the sarong.

6. "The feeling you get from a hula skirt is quite different from that of a sarong," she laughed. "When you walk in a hula skirt, your legs go through."

—Editor and Publisher

WITHOUT INTERVIEWING there would be little news in the average newspaper. One or more persons usually must be seen before any item is written. Even when the reporter is an eye witness of an event, he solicits the versions of other eye witnesses and of the principals. In a routine news story he may not mention the source of his information, but whenever opinion differs regarding the facts, he cites his authorities. Roughly speaking there are three types of interviews:

1. Interviews for facts
2. Interviews for opinions
3. Personality interviews

Although "pure" examples of all three types are to be found daily in any newspaper, almost as frequent are articles based on interviews in which two or all three of the elements—facts, opinions, personalities—are emphasized. Classification, therefore, must be made on the basis of the intention of the reporter in seeking the interview rather than on the type of his copy.

INTERVIEWS FOR FACTS

Eye Witnesses. When a reporter is not present at an event, he must obtain his information second hand from persons who were there or who are in a position to know what happened. Because eye witness accounts of accidents and similar incidents frequently are contradictory, the reporter tries to see as many persons as he can.

It is imperative that the reporter know the name and address of each person from whom he obtains information. Since he may wish to quote

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his informant, he also should obtain some identification. He should be certain of the part each person played in the event of which he is writing.

Frequently eye witnesses of accidents, crimes and similar occurrences are reluctant to give their names and addresses for fear of being summoned as witnesses in law suits. If a policeman has obtained their names, however, they have little reason for not giving them also to a reporter.

The chief difficulty of the reporter is to find the persons whom he wishes to interview. Crowds disperse quickly and other people may be on vacations, attending social functions or engaged in business. All the reporter can do is to inquire a man's probable whereabouts and then keep after him until successful in finding him.

If the story is a first account of a news event, the material of the interview should be used by the reporter in telling his own story, with any direct quotations of witnesses in the body.

Portland, Me.—(UP)—A terrific explosion occurred aboard the 10,296-ton oil tanker *Diamond Island* in Casco Bay today. Early reports indicated many casualties.

Soon after the blast a coastguardsman who witnessed it from a distance said the vessel had been damaged badly.

"At least 20 casualties already have been removed," he said, "and it is not yet possible to see how many were killed."

If, however, the story is a follow-up, the new facts obtained since the first story was written may be played up with the interviewee mentioned prominently as the authority.

A witness to the head-on automobile crash that killed Mrs. Andrew Campbell, socially prominent Forest Hills resident, told north shore authorities that the driver of the other car was driving at a high speed on the wrong side of the road to pass a truck.

The crash occurred last night on Sherid road beside the Lake Shore Golf club, a mile south of the city.

Versions. When a person becomes an object of news interest, it is sound practice to obtain "his side of the story." Often the result is a blend of fact, opinion and personality.

Sen. August R. Greenick today described himself as "a true friend of labor" and declared that adverse criticism, by union leaders, of the legislation he introduced in the State Senate last week resulted from misunderstanding of the bill's purposes.

The senator, who is chairman of the Senate Labor committee, was interviewed in his suite at Hotel Martin where he is recovering from a severe beating administered last night by a masked man who broke into his office, yelled "fascist" and struck the senator several times on the head and shoulders with a baseball bat.

"It is only violence such as that of which I have been the victim that my bill intends to prevent," Senator Greenwich said.

Announcements. Public officials, corporation heads, labor leaders and others who make or are close to the news call or grant press conferences when they have something significant to say. Often what reads like an announcement, however, was wheedled out of the interviewee by persistent questioning.

By Griffing Bancroft

Washington, Aug. 13.—Urging strong steps "to strengthen the progressive movement in the Democratic Party," Senator Pepper (Dem., Fla.) said today that he would prefer Secretary of Commerce Wallace over President Truman as the 1948 presidential nominee.

He also said that he himself would be willing to accept a place on a ticket with either Mr. Truman or Mr. Wallace. The way he put it was that he "would not run away" from a presidential or a vice-presidential nomination in the event it were offered.

Pepper told a news conference that he considered President Truman's nomination by the convention almost inevitable and announced that he would support the President "to the fullest of my ability" in that event.

He made it clear that he was in no way seeking a position on the ticket.

"I will not be hypocritical enough to say that if lightning should strike me I'd dodge it," he declared.

On the whole, Pepper, one of the few Southern progressives in Congress, praised Mr. Truman's legislative proposals and found fault with Congress.

At the same time, however, he blandly assailed the President's stand on labor matters and evaded a direct answer as to what he thought of the administration's handling of foreign affairs by stating:

"It is very regrettable to see the deterioration in the amicable relations among the Big Three since the death of Franklin D. Roosevelt."

Asked about Wallace, Pepper at first pointed out that he had supported Wallace over Mr. Truman for the vice-presidential nomination in 1944. Pressed directly as to whether he would prefer Wallace over the President now, Pepper replied:

"Yes, I would rather see Wallace."

—Chicago *Sun*

Solicited Statements. One type of follow-up interview occurs when the reporter obeys his editor's assignment to "find out what has happened about—"

After six months there still are no clues to the solution of the murder of Mrs. Cameron T. Nicholls and her 14-year-old daughter, Viola, Police Commissioner Olaf J. Nielson told a News reporter today.

"Last Words." When someone departs on an important mission he is asked, "What do you have to say before leaving?"

Mayor Marvin J. Cline was optimistic today as he boarded a train for Washington where he will seek a \$10,000,000 loan from the Reconstruction Finance corporation for the projected west side housing project.

"There isn't a city in the country that can prove greater need," he told the six aldermen at the station to see him off.

Authoritative Remarks. When he returns the celebrity is interviewed to determine what happened and what he learned that is newsworthy.

At least three different secret methods of sterilizing populations of conquered countries were studied by the Nazis, according to Dr. Andrew C. Ivy.

Dr. Ivy returned to Chicago this week after three weeks in Germany, where he was sent by the War Department as a one-man commission to gather knowledge on the human guinea pig experiments of the Nazis.

—Chicago *Daily News*

INTERVIEWS FOR OPINIONS

Understandably a person may be more reluctant to comment upon than merely to provide the news. When his opinion is sought he may not consent readily to an interview, or, if he does admit the reporter, he may refuse to talk.

Refusals to Comment. Perseverance usually is rewarded. If a person is in custody of the police, the reporter must wait until the authorities permit him to be seen or until he appears for a hearing. If a person deliberately evades the press by refusing to answer the telephone or by locking himself in his office or home, he plays a losing game. If he is a person whose opinion the newspaper has a right to request, his refusal to grant an interview does not make him appear in a very favorable light to readers. The reporter must be careful in stating that a man has disappeared to avoid being interviewed or facing charges, but he can say that a person could not be reached. In fact, he should include such a statement in his story to let his readers know that he has made the effort. If a person grants an interview but still refuses to talk, his silence may be even more important news than any statement would have been. Once the reporter has questioned a person and has received a noncommittal answer or no answer at all, he can say that Mr. So-and-So refused to make any comment. Then readers can draw their own conclusions as to why Mr. So-and-So would not talk.

Mayor Alvin R. Potter had nothing to say today regarding the accusation that city employes, including himself, obtain free gasoline from the city yards.

The charge was made yesterday by Ald. Leonard Ball, chairman of the streets committee. The chief executive's only reply to inquiring reporters was: "I have no statement to make at this time."

The reporter, of course, always tries to draw out his subject. If he is acquainted with him, he may be able to do so upon a promise that the information is not for publication. In such a case the reporter is hardly any better off than before as far as his statement is concerned, but he may receive valuable information to assist him in covering other phases of his story.

When the reporter and person interviewed are strangers, the reporter may be able to convince his subject that it is to his advantage to make some statement. If a person knows that the paper will run a story of his refusal to comment, he may be frightened into speaking against his previous resolution not to do so.

Versions. A person who becomes involved in the news in a way distasteful to him, may hesitate to speak for publication for fear of being misquoted or misrepresented. The personality and sincerity of a reporter may suffice to cause such a person to talk. Everything depends upon the approach which the reporter makes and upon his own attitude during the interview. His purpose should be to convince his subject that he bears no malice, and that he is seeking an accurate and fair quotation. If the reporter can convince his subject of this fact, he may find the person grateful for the opportunity of at last being able to talk to someone who is sympathetic and who affords him the chance of making his version of a story understood.

New York, Aug. 11.—(AP)—Returning tonight to his Harlem "heaven" for a banquet with his white bride and 500 of his followers, Father Divine denounced newspaper stories and pictures of him as "distortion" and "incriminatingly vulgar."

The Negro evangelist warned the newspapers not to "provoke" his followers and declared: "I do not want to turn my followers loose, though it would not necessarily be a race riot since my followers represent many races."

Bride Has Objection

He lectured the press at a news conference which was attended by his 21-year-old bride, the former Edna Rosa Ritchings of Montreal. She objected to some pictures of the couple, made last week in Philadelphia after the announcement of their marriage.

"It wasn't necessary to show him so black and me so white," she said. "The difference isn't that great."

Father Divine said that he had "redeemed" many persons through his hard work in the last 12 or 15 years, saving many of his followers from lives of crime and excesses of sex and liquor.

Warning Issued

Newspaper "distortions," he added, are interfering with his "mission" and he asserted that if the "distortions" were not ended, he would "withhold my prohibition powers" and his followers might "commit crimes as they used to."

—Chicago Sun

Overcoming Resistance. By no means are all persons reticent in granting interviews. The person who attempts to bulldoze reporters or to "hand out" statements to further his own interests, is ubiquitous. The reporter constantly must be on his guard against him. He must sift every statement and try to determine its truth.

Fortunate is the reporter who possesses some bit of information which his subject does not expect him to know. Skillful interjection into the interview of this information may bring to an end any attempt at bluffing or fabrication. If he does not possess knowledge with which to intimidate his subject, the reporter may himself start bluffing. It often is necessary to put on a bold front and to challenge statement with statement.

The reporter should realize at all times that he has a powerful organization, his newspaper, in back of him. If he "curls up" and permits himself to be browbeaten, he fails in his duty to his editor. If he is treading on ground where he has a perfect right to tread, he never should be humble. Men who have been in public life for any length of time realize the power of the press and respect it. This does not mean that the reporter should be overbearing or that he should resort to blackmail, except in extreme cases where such measures are justified. The reporter must be guided by his common sense and his understanding of what constitutes public interest in determining when to threaten and when to cajole.

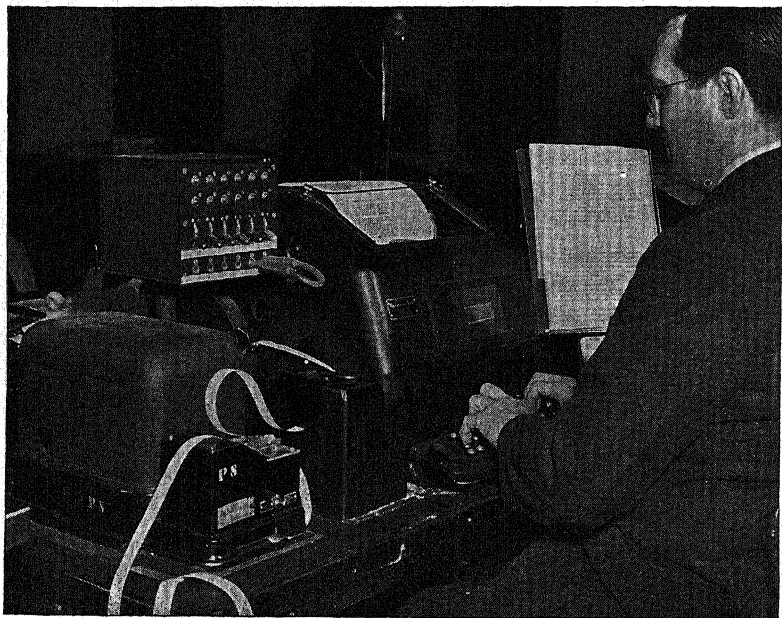
The best kind of interview is that which proceeds in a natural, friendly, informal way. The reporter may inspire confidence and make himself attractive by not coming to the point of his visit at once, but by beginning the conversation with some general comment. If he can get his subject chatting about another matter, he may be able to lead the interview easily into the channel that he wishes it to take.

It is wise to take as few notes as possible during an interview of this kind. Often it is disastrous to take a single note. If the reporter can get his subject to forget that he is speaking for publication, he will obtain much more than if the person is constantly reminded that the interviewer is taking down verbatim what he is saying.

Sometimes the interviewee requests the reporter to take verbatim notes. Or the reporter at the end of an interview may remark, "By the way, would you mind spelling that name for me?" Or he may ask for exact figures, addresses, etc., which the interviewee will be glad to have him get correctly. The reporter must be careful in asking for such information, however, that he does not suggest to the interviewee that he had better start designating which of his remarks were for publication and which not.



VIEW OF NEW YORK U. P. MAIN NEWS ROOM



CLOSE-UP OF ASSOCIATED PRESS TRANSMITTING MACHINE

The reporter must train his memory to recall, an hour or so afterwards, all the important remarks of the interviewee. He should make immediate mental note of any startling statement which he will want to use verbatim, and should keep turning it over in his mind during the rest of the interview. He should seize the first opportunity after leaving the scene of the interview to write down such statements and to make any other necessary notes. If he has an hour or so before he must write his story, he will be surprised to find that, bit by bit, virtually the entire interview will come back to him.

Few editors today encourage deception on the part of reporters in obtaining interviews. There was a time when a certain type of reporter thought little of pretending to be a detective or coroner's assistant to gain admittance to a house and access to persons possessing information he wanted. Such methods are discouraged today by any decent newspaper. Frankness and fairness are recognized as safer standards of conduct. The reporter should let the person know who he is and the nature of his visit, and then should attempt by any legitimate means within his power, or by more drastic means if forced to them, to obtain the information that he desires.

In writing an opinion interview, it often is wise, for the sake of authority, to mention that the statements were made during an interview. If so, "Mr. White stated in an interview today," is better than "Mr. White told a News reporter today." The newspaper should not boast of an exclusive interview unless it has shown ingenuity in outwitting opponents.

Policy Statements. When a public official or business executive takes office, his statement of what he expects to do, especially if it involves a different course from that followed by his predecessor, is newsworthy. It is customary to interview appointees.

By Edward Kandlik

The Chicago-Gary district's chances of being the largest steel making center in the world may be affected by erection of new facilities at Provo, Utah, and in California, Charles R. Cox, newly elected president of the Carnegie-Illinois Steel Corp., said at a press conference here yesterday.

In his initial appearance as the head of United States Steel Corp.'s principal operating subsidiary, Cox is making an inspection and getting acquainted tour of the company's plants and facilities in this area.

Avoiding a prediction of whether Pittsburgh or Chicago is slated to be the steel capital of the future, the new steel company head suggested the possibility of increased prices on steel products, scouted the suggestion that exhaustion of the Messabi-Range iron ore deposits might affect the Chicago area's steel position,

termed the scrap situation highly critical, and expressed a belief that the Great Lakes maritime strike would not tie up its ore boat fleet. . . . —Chicago Sun

Farewells. Similarly it is customary to interview a person upon his departure from office. Public officials who are discharged or who resign because of policy differences, often give vent to pent up feelings and may make newsworthy revelations or serious charges. The public frequently gives credence to such "gripes" whereas anyone who spoke similarly upon leaving a position in private industry would be considered a "sore-head."

Washington, Aug. 11.—(UP)—Gerald D. Reilly, retiring National Labor Relations Board member, said tonight that he favored changes in the Wagner Act and NLRB procedures to give employers the right to petition for bargaining elections and greater freedom of speech during union organizing campaigns.

Reilly ends five years of work on the board tomorrow, although his term does not expire until Aug. 26, when he will be succeeded by James Reynolds of New York.

He said in an interview that the 1935 Wagner Act is basically sound as the foundation for national labor policy and has succeeded in reducing industrial strife and strikes. But it would become even more successful by eliminating secondary boycotts and strikes for representation and illegal objectives, he said.

Reilly listed six "desirable" changes—two amendments to NLRB rules of procedure and four Wagner Act revisions which would require congressional approval. —Chicago Sun

Controversies. Public figures often carry on debates with each other through the press, sometimes being goaded into doing so by reporters who go from one to the other to inform the opponents of their uncomplimentary opinions of each other.

Washington, Aug. 17.—(AP)—A Democrat and a Republican senator jumped into a pitched political battle between their parties' national chairmen today over the issues of the November election.

Sen. Capper (R., Kan.) told a reporter he thought Democratic chairman Robert E. Hannegan was "trying to deceive the people" in accusing congressional Republicans of engaging "in a deliberate, concerted scheme to block the post-war program which the American people wanted."

Sen. Taylor (D., Ida.) declared in a private interview that Republican Chairman B. Carroll Reece was "talking through his hat" when he said it seemed a "practical certainty that the people this year will entrust control of Congress to the Republicans."

Reece declared in a speech delivered in Denver yesterday that if his party gains control it will make an investigation of the administration which will make war profits disclosures "seem like a popgun in comparison with an atomic bomb."

Taylor said if an investigation showed any irregularities in obtaining money from the government "it was stolen by the big industrialists who had the contracts and they are all Republicans."

In his first formal speech of the fall campaign, Hannegan told a radio audience last night the Republicans want a Congress which will go back to "old fashioned conservatism" and to the misfeasance of government that ended in hardship and hopelessness for 130,000,000 people.

Capper said he regarded this an attempt by Hannegan to confuse the voters about the Republican party's aims. He added that he believes popular support is growing steadily for the stand most congressional Republicans took on major issues.

—Chicago Times

Washington, Aug. 9.—(AP)—President Truman came back with what he called a Democratic word—obfuscation—today in response to Representative Brown's (Rep., Ohio) complaint of "ingannation" in the President's new budget program.

Mr. Truman said Brown, who is campaign director for his party's national committee, used a \$40 word—a Republican word that Democrats wouldn't use—to mean deceit. He added that he had to have it looked up to find out just what was on Brown's mind.

He told reporters at his news conference that he guessed that word was put in just to add to the obfuscation which he said was characteristic of the whole Brown statement.

That led into the discussion of word values, and Mr. Truman said obfuscation was a Democratic word meaning the other fellow is trying to mess you up.

Reporters couldn't find Brown's word in available dictionaries and had to go to a thesaurus to discover it is a synonym for deception.

—Chicago Sun

Comments. A familiar sidebar contains quotations from authorities when a controversial matter is in the headlines. Followers eagerly await the comments of leaders in such cases. Publicity seekers contribute their views but most expressions of opinion are solicited.

By Arthur J. Snider

Whether Chicago can blot the taint of T.B. from her chest will depend on how well she uses her head, many authorities believe.

Dr. Herman E. Hilleboe of the U. S. Public Health Service says:

"It is better to forget mistakes of the past and begin wise deliberation on the best possible course of the future."

The "best possible course" experts say, would begin with scrapping a philosophy of false economy that has committed taxpayers to unceasing stopgap financing.

"If we begin to treat tuberculosis today as medical science knows how and spend sufficient money immediately, the cost will be half as much in life and money in one generation as it is now," declared Dr. E. A. Piszczek, Cook County health chief.

More money is needed to spread a dragnet in the form of a massive case-finding program, the core of any T.B. control program.

Selective Service figures, which included X rays of every man in the service, reveal there are many more T.B. cases than are generally supposed.

"We should make a rapid and thorough X ray survey of groups that are readily available," said Dr. William F. Petersen, chairman of the board of governors of the Chicago Institute of Medicine.

—Chicago Daily News

Consensus. A roundup of either authorities or "men-in-the-street" also is a familiar device to add meaning and significance to the news.

Chicago's radio listeners today called on singer Margaret Truman for an encore. The overwhelming majority who heard her professional singing debut last night were favorably impressed, a Times survey indicated.

They agreed with most of the nation's music critics that the President's daughter began a career of high promise in her nationwide broadcast with the Detroit Symphony orchestra.

Miss Truman herself was undecided on her immediate future as the flood of offers, movie and radio, followed her from Detroit to Washington.

Typical comments:

Mrs. John Rodgers, 923 Sheridan: "I felt she did very well. She seemed to have good control and reached the high notes nicely. . . ." —*Chicago Daily Times*

PERSONALITY INTERVIEWS

The growth of magazines and of the radio has made it more difficult for newspapers to obtain this type of interview. Celebrities and persons prominent in the news for the moment are offered such attractive prices for their life stories or opinions, by syndicates, that they hesitate to grant gratis interviews with newspaper reporters.

When a prominent person returns from abroad or is a visitor in the community, however, he hardly can avoid granting some kind of interview with the press. Such interviews often resemble interviews for opinion, although the subject matter may not be of immediate importance. When a member of Congress returns from foreign shores, of course, the statement which he gives out may be important. When an actress, athlete or public lecturer passes through the city, however, the reporter may be "hard put to it" to find questions to ask.

New Celebrities. Among the most approachable are those who have achieved new or sudden fame. The assignment usually is, "Find out what kind of a fellow he is."

By Robert Lewin

Appleton, Wis.—Joseph Raymond McCarthy, who whipped Sen. Robert M. LaFollette, Jr., in an upset for Republican nominee for senator from Wisconsin, is a man of many skills, including politics.

The 36-year-old nominee's career embraces farming, amateur boxing, running groceries, law, circuit judge, fighting for Uncle Sam and keeping away from love.

He is a bachelor.

His comment as to why there is no romance in his life, to date, is: "I'm not married, period."

He looks eligible, however.

Joe is a 5-foot, 11-inch, 197-pounder, with thinning black hair that still has a trace of wave. Heavy black eyebrows shade snapping brown eyes.

Boxing has left no scars on the long, pointed nose or his pleasant face, or ears.

McCarthy, who talks so fast it sometimes is hard to catch his words, has a seemingly inexhaustible supply of energy and an enthusiasm for meeting people.

"I am a man of average intelligence," he says with a twinkle. "But I just work twice as hard as the average man.

"That is the secret of success in everything. I just claim to have worked hard for what I've attained."

Joe was born Nov. 14, 1909, on a 160-acre farm in the town of Grand Chaute, seven miles northwest of here.

Even today his conversation carries a farm-yard flavor.

Joe's father, Timothy, half-Irish and half-German, died two months ago. Joe says his mother, the former Bridget Tierney, was Irish on both sides. She died in 1941. Joe was the fifth of seven children, all living.

After finishing the 8th grade of the Underhill Rural school, Joe raised chickens on his father's farm.

The youth sold the eggs of 2,000 Leghorns and his fat, meaty broilers to the Chicago market. He had hopes of buying a farm near Chicago.

But he became ill of influenza. When he recovered, he found that 7,000 of his chickens had died and he was \$5,000 in debt.

Joe then left the farm and got a job as manager of a chain grocery store in Manawa.

At the same time, he enrolled as a freshman in Manawa High School. At 20 and a husky boy, he was something special for his classmates and for the teachers, too.

When the chain store executives discovered that he was spending store hours in school and was under 21, they fired him.

Joe's new freedom enabled him to spend all day in school and, for economic reasons, his nights in a movie as usher.

He completed the four-year Manawa High School course in one year, was on the honor roll and was featured in a "Believe-It-Or-Not" cartoon. The grocery chain rehired him.

In 1930, he entered Milwaukee Marquette University for law.

He earned his way, working part time in restaurants, as a filling station employee and cashed in his boxing ability by becoming M.U. boxing coach.

"While in law school, I made up my mind to run for the senate sometime," he recalls.

"I saw the silly things senators were doing, and figured if they had to be done that way, I might just as well be the one doing 'em."

Joe opened a dinky law office in Waupaca in 1935. Michael Eberlein, a widely known Shawano lawyer, squeezed into the office one day and said:

"Why don't you close up this dump? Come to my office in Shawano."

Joe did, the next day. He immediately set the three-county circuit judgeship as his goal.

In an upset in 1939, he unseated a judge who had been on the bench 24 years. Joe, then 30, was said to have been the youngest circuit judge ever elected in the United States.

He immediately set the senate as his new goal.

But in 1941, he took a leave of absence from his \$8,000-a-year judicial post and enlisted as a \$21-a-month private in the Marines.

Two years ago, while he was in the South Pacific, his friends put his name on the Republican ballot. He lost to Sen. Alexander Wiley.

Joe came out of the war a captain and with three citations—one from Admiral Nimitz. He suffered an injury to his left ankle in a plane crash at Guadalcanal in June, 1943.

"My citations," says the former rear gunner, with characteristic humor, "were for shooting up more coconut trees and killing fewer Japs than any other Marine."

Seriously, though, he is for international cooperation through the United Nations and an adequate American armed force, just in case. He believes our government wrongly is becoming more bureaucratic than democratic.

On the oak-paneled walls of his modernistic office in the Outagamie County courthouse is a plaque:

"A politician thinks of the next election; a statesman, of the next generation."

—Chicago *Daily News*

Colorful Persons. Similarly, on an informant's tip or as a follow-up of a routine news story suggesting a feature, an otherwise ordinary or obscure individual may be made to enjoy the momentary glare of the journalistic spotlight.

By Emery Hutchison

Are you sick of being snubbed by waiters, insulted by gum-chewing salesgirls, or intimidated by public servants?

So's William F. Deknatel. But there's a difference between Dek, as his friends call him, and most of the rest of us. He's done something about it.

Dek, a bald, postwar knight titling against the woes of reconversion, is co-founder and one of the vice presidents of the Grumpus Society.

The symbol of the society is a turning worm, and its motto is: "Are We Mice or Are We Men?"

Dek, a 39-year-old architect with offices at 25 E. Jackson blvd., has been recruiting members since last summer, when the society was born in a roadhouse near Ludington, Mich.

"I was on a fishing trip with a friend," Dek explained, "and we stopped in this roadhouse and ordered steaks, very rare.

"An hour later, the steaks were brought out. They had been cooked so long they looked like overdone liver.

"Then and there we swore that never again would we let anybody push us around."

Dek's companion was Robert W. Wales, a lawyer with offices at 1 N. LaSalle st.

Dek said he had been tired of reconversion ever since he returned from Army service overseas in November, 1945, and the steak incident just brought his feelings to a head.

All qualifying members immediately become vice presidents.

"The society has no other title, no records, no corporate being, nothing, as a matter of fact, except a spirit," said Dek.

—Chicago *Daily News*

Celebrities in Action. Each appearance of a prominent person in a new situation provides opportunity for a personality sketch.

By Nat A. Barrows

Flushing, N. Y.—This is not the Molotov of Paris—this beaming, handshaking, fun-making Russian foreign minister who scurries about New York exuding good cheer and good will.

He came ashore from the Queen Elizabeth Monday morning expounding tidings of friendly fellowship and bright hopes for international cooperation and he has not altered his pace since.

Every time he has appeared in public Molotov has been the embodiment of good fellowship, posing again and again for press photographers, exchanging remarks with reporters, beaming, smiling, even wise-cracking in his scanty English.

"It's my first vacation since the revolution," he told United Nations colleagues in an aside yesterday at a Waldorf-Astoria standup coffee respite.

"We came over on the same boat—and now we should swim in the same sea," he remarked to Senator Connally in another aside.

He applauded frequently yesterday afternoon during President Truman's address at the opening session of the U. N. General Assembly, particularly when Mr. Truman pledged the United States to wholehearted support of the UN and a policy widely separated from isolationism.

Later, he congratulated the President on his address and shook hands with him outside the building.

Either by a mixup on the proper exit door or because he was unfamiliar with the American custom of waiting until the President has departed, the Russian foreign minister left a few minutes before Mr. Truman.

He waited at the President's car and, there, through his interpreter, V. N. Pavlov, said he thought it was a great speech.

Molotov's good humor was particularly high at the Waldorf-Astoria reception for delegates given by the President.

"I've never seen the old boy in better spirits, anywhere," commented one of the leading British delegates.

Then as if to himself, he added: "I wonder . . . I just wonder."

Some observers here see this hail-fellow-well-met attitude of the Russian foreign minister as a possible reply to the question that never was answered at Paris.

Why did Molotov change his plans about coming to New York at a later date and abruptly decide that he would come as soon as possible?

Thus far, that curious alteration in Molotov's plans has not been satisfactorily answered.

Are the Russians, ask the more cynical observers, planning to enter the battle-grounds of the General Assembly and, later, the four-power foreign ministers' council, with an initial approach of sweetness and light?

This, however, is the lull before the storm. The foreign ministers do not get down to business until Nov. 4.

Perhaps, as he says, it is a vacation.

—Chicago Daily News

Prominent Visitors. Entertainers or lecturers filling engagements in the community value any publicity they can obtain. It may not be so

easy, however, to get to see other types of celebrities who are attending conventions or engaged in business. Often the reporter can obtain an interview with a person difficult to approach, by means of a letter of introduction from some other prominent person. Or he may wait out his party, accosting him in the lobby of the hotel or behind the scenes during a dramatic performance, concert or lecture. Or he may bluff or send up his name as the relative or friend of some acquaintance of the individual whom he wishes to meet. George Bernard Shaw once was the victim of such a subterfuge when a reporter sent him a message that a relative of Albert Einstein's wanted to meet him.

In the majority of cases the interview can be obtained by the reporter's simply sending up his name or by phoning the person's room from the hotel office. If he has called at an inconvenient hour, he can request an appointment later. Usually he will get it, for the person will recognize the value of the publicity he may receive if he sees the reporter. Anyway, he will not want to offend an important newspaper.

A musician, scientist, writer or any person who has become prominent, despises the reporter who betrays ignorance of his activities and reputation. Anyone with a specialty, furthermore, is bored to have to talk to another who is utterly uninformed concerning that field of interest. In Chapter VI a list was given of biographical reference books which the reporter may consult to learn the outstanding facts about a person's life and achievements. The newspaper's reference department usually can supply clippings telling of what the person has done recently.

Without some knowledge of his subject the reporter may fail in his interview. A famous person accustomed to being interviewed may become sympathetic toward the cub and may give him a few stock statements. But familiar, often-used material is not what the editor wants the reporter to get.

The reporter should go to his interview with a number of possible questions memorized. These should be related to the interviewee's field of interest and yet should not be too elementary or questions which it is reasonable to suppose the person has been asked time and time again. The reporter should try to find some new angle of approach, some fresh subject upon which the person interviewed will be able to speak.

Concert singers, lecturers and other persons who travel about the country may be reluctant to grant interviews. They take secretaries with them to receive reporters and to inquire the subject on which an interview is sought. Then stock answers to stock questions are produced, often in typewritten or mimeographed form. The reporter who asks a question to

which the interviewee has a standard, prepared answer ought to and does feel foolish.

William Z. Foster, old-line chief of the Communist party, came to town yesterday to beat the drums for world peace.

This peace, he said, hinges on collaboration between the United States and Russia. "The very fate of civilization depends upon it."

As his press conference yesterday went along, it seems that world peace needs a few other things too. For instance:

Get the United States out of China. Get the British out of Palestine and Indonesia. Get the French out of Indo-China. Let Russia alone in Turkey and open the Dardanelles.

Tell President Truman to stop all this business of "getting tough with Russia."

—San Francisco *Chronicle*

Over in Iran, a lot of people think that Princess Safiyeh Firouz has some mighty radical new-fangled notions.

She has been heard to say, for instance, that a little Red Cross work never destroyed any woman's femininity, and that maybe old Persia's version of the Red Cross, "The Red Lion and Sun," ought to take in women members. Oldtimers, hearing things like that, mutter into their beards and say that women nowadays are certainly getting out of hand.

But it's going to happen, says Princess Safiyeh with a smile. Before too long, she is sure, Iranian women will be voting, and going to Parliament, and even having women's clubs of their very own.

Princess Safiyeh, for this reason, is one of the most interesting of spectators at the National convention here of the Red Cross. She's gathering ideas, she says, against the day when women can join Iran's "Red Lion and Sun."

The princess, a woman of striking charm with black wavy hair framing the olive complexion of her face, came to the United States six months ago with several things in mind.

For one, she wanted to visit her sons, Alexander, 19, and Narcy, 17, who are studying civil and mechanical engineering at Yale. She is proud of the progress they've made, at Lawrenceville Academy and in college. Alexander is a junior now. Narcy is a sophomore.

She wanted to visit American doctors, too, for treatment of a spine injury she suffered in horseback riding; she is an ardent horse woman.

Most of all, though, she said today, she wanted to study American political organization, and especially women's part in it, so that she can take this knowledge back to Iran.

—Philadelphia *Bulletin*

Colorful Visitors. It is not only famous visitors who make interesting copy:

Sailing around the Horn in square rigged ships was recalled Wednesday by John R. Savage, 84, of Pleasantville, N. J., the oldest apprentice boy in the United States navy, who is in Milwaukee to attend the national encampment of the United Spanish War Veterans. Savage joined the navy Dec. 26, 1881, with the famous old Constitu-

tion as his ship. He served aboard the Portsmouth, the Vandelia and the side wheeler Pawhattan before the outbreak of the Spanish war. In '98 he re-enlisted in the navy and shipped out on the USS St. Paul, and then made a trip around the Horn in the USS Celtic. On this trip he took sick, was returned to a hospital, shipped out again on the battleship Massachusetts and was on his way to Cuba and the war when the ship struck a rock in the East River 1,000 yards from Brooklyn Bridge and the ship was ordered back to port.

Bell Bottom Trousers

The tiny, grizzled sailor has gray curly hair on his chest, a gray mustache, a shock of gray hair and a natty sailor suit with bell bottom trousers.

Savage, when he wasn't sailing, was employed by the Philadelphia & Reading road as a foreman of car inspectors, stationed in Atlantic City. He worked for the railroad for 30 years and then went on pension. Since that time he has been retired, but attends Spanish war veteran conventions.

"Back when I sailed the square riggers, I was a light yardsman," he said. "Smallest man on the ship had to go to the lightest lines of the top of the ship to rig the sails. That was me."

"Now In My Days . . ."

Stories came flooding back. . . . The time an Englishman fell from a mast near Carthegia, Brazil, and was killed. His mother in England couldn't be paid any pension because she was an alien. "So we chipped in and, together with his undrawn pay, made up \$1,000 to give her," Savage recalled.

"Sailors today don't know much about being sailors," he said with the old-timer's characteristic scorn of the upstarts. "Go to school and come out a three striper and they don't know how to reef, steer, splice or anything else. Back in the days when I sailed . . ."

—Milwaukee Journal

"Between Trains." Press agents usually can be relied upon to inform a newspaper when one of their clients is to make an appearance, no matter how brief, in the community. Such transients seldom say much that is important, but they may be photogenic.

Ann Todd, English motion picture actress, whizzed through Chicago today on her way to Hollywood to make her first American movie.

In case you didn't see the British film, "The Seventh Veil," in which Miss Todd won wide acclaim, she's a short blond with a wisp of a face.

She stepped from the 20th Century Limited in the La Salle St. Station this morning, smiled and announced, with British accent, that:

—She always wanted to see "Chicago—and San Francisco, too. They have such nice names."

—She came over on the Queen Mary and the trip was "frightful because it was all so strange."

—She wanted "to see the locomotive that pulled the train because it must be a lovely thing—so powerful, y'know."

—She must know whether Chicago had an art museum. "I understand some wonderful English pictures are to be shown in Chicago."

—She is going to Hollywood to co-star with Gregory Peck in David Selznick's "The Paradine Case."

—Chicago Daily News

Anniversaries. Old people usually are eager to reminisce about their lives and times, and protestations on their part against being interviewed upon their birthday anniversaries are suspect.

Next Tuesday Mrs. B. R. Shaeffer expects to do something that practically no one ever does—have a 100th birthday party.

In fact, modern actuarial tables, on which life insurance experts predict life spans, just don't even recognize people that old.

Saturday, as she does every day, Mrs. Shaeffer, who lives with one of her daughters, Mrs. A. J. Moon, 1115 East Seventh, was reading her Bible and being very pleasant about life in general.

For a young photographer she had a Biblical thought: "He that cometh unto Me shall never thirst." She wasn't sure of the verse number but she knew it was a thought from St. John.

For a reporter, the white-haired little lady gave out with her motto in a quavering voice but with the precise English that she taught for four years after the Civil War:

"Four things a man must do if he is to make the record true.

"Think without confusion clearly.

"Love his fellow man sincerely.

"Act from honest motives purely.

"Trust in God and heaven securely."

Saturday Mrs. Shaeffer, daughter of Col. M. G. Bean, at one time one of the largest landholders in western Lamar County, had already begun to receive flowers and gifts and birthday cards.

But Tuesday she expects all her children to be at 1633 Exeter Street, the home of another daughter, Mrs. J. B. Barrett, for the birthday dinner.

Her other daughters are Mrs. C. C. McNeil of El Paso and Mrs. L. J. Crawford of Electra. The sons expected for the party are George Shaeffer of Memphis, Tenn., Brett Shaeffer of Louisiana and Charles Shaeffer and Frank Shaeffer of Lamar County.

Mrs. Shaeffer came to Texas from Mississippi as a bride in 1867. She does not recall much about the trip except that it was by horse and wagon—instead of oxen—and there were no Indians and the men leading the party of settlers got lost.

She was born Mary Fletcher Bean on a plantation near Columbus, Miss.

During the Civil War, she recalls, she knitted and helped roll bandages. The Female Institute at Columbus, where this plantation belle was being schooled, became a hospital during the war.

The man who became her husband, Brett Randolph Shaeffer, a medical student when the war began, was a Confederate army surgeon. At the battle of Shiloh, she recalled, he helped prepare the body of Gen. Albert Sidney Johnston for burial.

Although she lost many relatives in the Civil War, apparently time has healed over bitterness. Mrs. Shaeffer even had a good word for Grant. "General Grant," she said, "was very liberal in his efforts for our people in their surrender."

Mrs. Shaeffer is looking forward to Tuesday.

"It will be a great time for rejoicing," she said. But she's not asking for another century.

"I want to go above," she said.

—Dallas Morning News

Sketches. Once an audience is obtained, the more important the person the easier he is to interview. Only would-be important persons try to impress a reporter with their superiority. If there is nothing at stake except the interview itself, the person accustomed to being interviewed will be gracious and friendly and disposed to talk. If the reporter shows some knowledge and appreciation of the interviewee's career and interest, he may be able to meet his subject on a strictly informal basis.

When a conversational attitude is created, the reporter may find difficulty in keeping the interviewee on the subject of the interview. If he assumes mastery of the situation at the beginning, he can direct the conversation and prevent the interviewee's wandering too much. This, however, he must do subtly so as to avoid making the interview stilted and formal. If he can get his subject to talk about himself, or about some interesting phase of his work, all he may have to do is to sit and listen. Persons with hobbies are prone to become loquacious if given a chance. Much of what they say, however, may be elementary information or irrelevant as far as general news interest is concerned.

The reporter should be on the watch constantly for important remarks and statements. He usually keeps his note book hidden, but he makes rapid mental notations. Often the interview takes an entirely different direction from the one intended. If he discovers in its trend a new topic more important or interesting than any which he had thought up beforehand, the reporter should let the conversation go in that direction. Otherwise, he should steer it back into its original channel without the interviewee's being conscious of what he is doing.

During an interview of this kind, the reporter should pay attention to the interviewee's personality as well as to his remarks. He may choose to write his story in the first person, to play up the circumstances of the interview, a description of the interviewee's speech, mannerisms, posture, etc. Readers want to know what their heroes are like in appearance and attitude. A word picture often is better than a photograph to satisfy this desire.

By Jerry Thorp

If man doesn't blow himself to pieces, he'll bore himself to death.

That is the considered opinion of erudite Robert Maynard Hutchins, the man with ideas now in his 20th year of confounding the stoics of the educational world.

Hutchins, on leave as chancellor of the University of Chicago, took time off from his multiple duties at Encyclopedia Britannica, Inc., to muse on the sorry state of world affairs.

"It's my guess," he noted, "that the Russians will have the atom bomb in about a year."

The tradition-breaking educator with the classic profile eased his 6-foot, 3-inch frame into a swivel chair in his green and brown office in the Civic Opera Building.

"Supposing we could shoot an atomic bomb to Moscow," he said. "They could do the same thing to us.

"Only it would be easier for them. They wouldn't have to ask anyone."

He smiled wanly and lit a cigarette.

"But let's assume we do survive to live in the push-button atomic energy era.

"You won't need any training to earn your living, but you'll need a hell of a lot of training to know what to do with yourself."

The "boy wonder" of the early '30s rubbed his right ear in reflection.

"Vocational training will be absurd in the atomic age," he fretted. "An 11-year-old will be able to run almost anything.

"We'll be able to get the necessities of life as did the savages when they picked their diet off the bread-fruit trees."

When that time comes, he implied, the human race probably will bore itself right into eternity.

"People will have so much time on their hands they won't know what to do," he observed with a shade of pity.

But there is a way out, Hutchins would like to let the world know, a solution to the enigma of atomic living.

"I hate to be trite," he confessed, "but the answer to the problem is The Great Books. From them, man can learn what life is all about."

And thus the man with a mission was launched on his favorite subject, adult education. He hunched forward and spread his hands on the desk before him.

"The Danish educational movement is the best in the world," he declared. "All they teach is philosophy, literature and history.

"And that's a great agricultural area. You'd think they'd be cramming up on things like artificial insemination."

Hutchins' thoughts switched quickly from the Danes back to The Great Books—Thucydides' "Peloponnesian War," Aristotle's "Nicomachean Ethics and Politics," Plato's "Republic" and the like.

It was Britannica's decision to publish The Great Books so that they will be easily available to the public that really lured Hutchins from the university. He is editor-in-chief for the project.

His hands moved in rhythmic gestures as he expounded his belief.

"By studying The Great Books you can learn what is important, what is right, what is wrong."

Then ruefully:

"But supposing you could change the hearts of Americans. What about the Russians? No, there is no royal road to overcoming original sin."

Hutchins refused to argue that education of the masses is the only way to "civilize" the world.

"It's just the only solution I know of. If anyone can suggest anything better I'd be glad to try it."

He shook his head in a gesture of self-confusion and confessed there is a certain "chicken-or-the-egg-dilemma" about education which has even baffled him.

"I can't tell whether educational systems are a reflection of world conditions or whether world conditions result in a certain type of educational system."

But from his arguments for bringing learning to the masses it was quite apparent that he favored the theory that education is a cause—not a result.

Hutchins, now a youthful 48, caused his first ripple in the world of education when he became dean of the Yale law school at the age of 28.

Not quite two years later he was named president of the University of Chicago.

Promptly he began doing everything that the rule books said shouldn't be done.

He fought with the faculty, failed to heed the advice of wealthy donors, was labeled a Communist by one group and a Fascist by another.

But the greatest controversy which yet has raged about his head resulted from his introduction of the "Chicago Plan" which eliminated compulsory class attendance and reduced entrance requirements for the university.

At the same time he changed the school's emphasis from vocationalism to philosophy.

Briefly, he wanted the students to learn how to read, write and think.

In 1945 he became the university's first chancellor, a job he says he plans to return to within a year, or as soon as The Great Books project for Britannica is on its feet.

He still spends 30 minutes a day at the university, arriving at his Midway office at 8 a.m. By 10 o'clock he is ready to further the cause of learning at his downtown office.

There is but one closely guarded secret about his life—the hour at which he arises.

"I won't tell you what time I get up," he said soberly. "It would sound conceited. It has been said:

"Early risers are conceited in the morning and tired in the afternoon."

—Chicago Daily News

Profiles. The combined biography, character sketch and description to enable the reader to know and understand its subject perhaps even better than if he had a personal acquaintance with him was popularized by *The New Yorker*. Without imitating that magazine's style, many newspapers and press services have capitalized upon the interest in this sort of thing.

By Sigrid Arne

Charles Henry Campbell is the tall-thin, Homburg-hatted and walrus-mustached gentleman who is usually photographed with whatever British celebrity happens to be visiting Washington.

Through the war years he was First Secretary of the British Embassy which meant he gave Lord Halifax what is vulgarly known as "the pitch" when His Excellency had to make a statement. Now that Lord Inverchapel has taken over it's still the Campbell pitch, although Campbell is now director of the Washington branch of the British Information Services.

There's no mistaking Campbell as a Britisher. To him his famous turtle "Peter"

was "Petuh." It's "Old boy, you know," at the drop of h. To Press Club waiters, he looks so much like a knight they call him "Sir Charles." To the Washington press corps, which phones him the 24 hours 'round, he's "the Raj."

There are interminable Press Club arguments about him. Is he the world's most successful press agent? Certainly he's calm at 3 a.m. when some belated writer phones to ask the size of the British debt. He answers unruffled, correctly and off the cuff.

Innumerable Washington commentators have changed their viewpoints on British affairs after a couple at the Press Club bar with Campbell deftly pretending that he'd rather quote the latest unprintable limerick than talk about Britain. This pose fools no one. If any man can be said to be in love with a nation—and "My country right or wrong"—that man is "the raj."

Conference Fixture

London gives signs of knowing his worth. In three years there has been no international conference of importance at which Campbell failed to show up, seemingly looking for a chance to tell the latest story over a whiskey sour but actually waiting for the inevitable Anglo-American arguments where his information can change "the pitch."

Campbell was born in Liverpool but moved to New Orleans as a child with his shipping executive father. After an American education there followed 19 years as a New Orleans newspaperman, most of them on the Item, where he became city editor at 23. After all those years he still retains his British citizenship.

Early in 1942 he showed up on the British Embassy steps here "to do anything at all." Certainly no one then realized the British had again muddled through to a nice solution—the man whose heart beat with Downing Street but whose sentences clicked with Main and Broadway.

Stories about him string from London's Savoy bar to San Francisco's "Top O' the Mark."

Like the one about Peter, the turtle.

Campbell was tied to the British information hotel suite the nine weary weeks of the San Francisco conference. To while away time he invented a red-eyed alligator under his bed. In pity for a thing that wasn't there, a friend donated a live turtle.

For the rest of the conference it became something to do—to visit Peter leisurely swimming in Campbell's bath tub. Peter traveled back to Washington in Campbell's pocket, but after all that care committed suicide by falling off an Embassy shelf. Campbell now has a wooden effigy on his desk.

Every Banquet

In London recently Campbell saw a double-decker bus with a startling (to American-accustomed eyes) sign which read: "If it's Truman's, it's the best." The sign meant beer, but Campbell promptly mailed one of the signs to Charles Ross, the White House press officer. The President was reported delighted.

There comes a cracking point, of course, for Campbell's ardor on the job. He then does one of two things: he goes home to read (the third time now) Gibbon's "The Decline and Fall of the Roman Empire"—or he plain disappears.

That happened at one conference for 48 hours. The British delegation, beset by American reporters, was frantically combing the town for Campbell and his advice.

He walked back onto the scene one bright 9 a.m.—dead pan, unruffled and only

slightly interested in the flurry. He went directly to a British meeting, saw a circle of accusing faces and demanded severely:

"Where have you people been for two days?"

—Associated Press, *Washington Post*

COMMON PROBLEMS

Formal Interviews. Persons who know that they are to be interviewed by the press often arrange for formal interviews at which representatives of all the newspapers in the community are present. From the standpoint of the reporter such an interview is undesirable because none of the information he obtains is exclusive.

An advantage of the formal interview, however, lies in the fact that there are several minds thinking up questions to ask. Frequently the person to be interviewed announces in advance that these questions must be prepared in writing and submitted some time before the hour of the interview. This procedure permits the reporter to know exactly what the subject matter of the interview is to be, but it also allows the interviewee to prepare guarded answers to questions which, if presented spontaneously, might bring forth answers more to the reporter's liking.

Even when interviewing a person in the company of other reporters, it is possible to obtain material on which to write a different story from those which the others will write. The keenest listener and the sharpest wit present writes the best story. Comparison of several writeups based on a joint interview often discloses several different methods of handling the subject. One reporter plays up one statement and another reporter picks an entirely different one for his feature. Still a third writer concentrates on the personality of the interviewee rather than upon his remarks.

Denials. Sometimes a person quoted in an interview as having made a certain statement, issues a denial. He may even aver that he never saw the reporter who wrote the story. This happens when a reporter plays up some extemporaneous remark of an interviewee's which the person would not have made in a formal interview.

A denial of the facts of an interview, of course, can be avoided by presenting the copy of the writeup to the subject, but few newspapers favor such a practice. To do so means that the interviewee will delete everything the least bit unfavorable to himself. It also means delay which a newspaper may not be able to afford, and a surrender of the newspaper's privilege to gather its information and write up its stories as it sees fit.

If the reporter is not guilty of misquotation he may "stick to his guns" and, if his newspaper stands back of him, defy the interviewee who has denied making a statement. In another story he reaffirms that his original story was correct. Then the public can believe whomever it pleases. Too often it chooses to believe the person interviewed when the reporter really was right.

Reporters frequently do not use remarks which they suspect the interviewee would deny. If he wishes to make sure that the interview will not be denied, the reporter can phone or call upon the interviewee again to obtain verification of whatever he wishes to write. When he does so, or even when he obtains his original interview, he may take a third person with him as a witness to the interview. This, however, seldom is feasible as the presence of a third person may prevent informality.

By Sydney J. Harris

It was a couple of other guys who gave that interview to Chicago newspapermen on Nov. 17, Sen. Gerald P. Nye complained in the Senate yesterday in charging a "smear campaign" against him by numerous newspapers and commentators, including The Chicago Daily News.

He named "the Communist Daily Worker, PM, the Chicago Sun, The Chicago Daily News, the New York Post, Edgar Ansel Mowrer, Dorothy Thompson, Walter Winchell and other radio and newspaper commentators."

In the interview, which this reporter covered for The Daily News, Nye was quoted as saying: "The German people must be given the right to go back to Fascism after the war if they want it."

Nye took exception to this quote. He also denied having said that "Fascism is not essentially militaristic or aggressive."

AP and UP, Too

If there is a "smear campaign" against Nye, then both the Associated Press and United Press are connected with it.

George Collins, UP reporter who covered the interview, today affirmed that the statements attributed to Nye were made by Nye. The UP story carried substantially the same story as The Daily News.

Charlotte Fitzhenry, who covered the interview for the Associated Press, today also supported the newspapers' versions of the interview. "I distinctly remember Senator Nye being asked whether he considered Fascism essentially aggressive and militaristic," she said, "and his unequivocal reply was, 'No.'" AP also quoted Nye in substantially the same way as the other newspapers and press service.

Nye's Denial Was Late

It was considered strange in newspaper offices that Nye should have waited two weeks to deny the statements made in the interview. He was in Chicago all day Nov. 17 and until a late hour at night, when he spoke at the National Republican Revival committee meeting at Orchestra hall. The stories appeared an hour or so after the interview.

In the interview, the isolationist leader, whose name was cheered at a bund rally in New York in 1939, also declared that Robert McCormick, publisher of the Chicago Tribune, "stands up pretty fine" as a candidate for President in 1944. . . .

Boosts "America First" Group

He also called for a revival of the America First Committee after the war, under certain conditions; insisted that the "international bankers and manufacturers" were responsible, along with Hitler, for the war, and asserted that "every nation must retain its sovereign right to be able to declare war whenever the people see fit."

Nye did not deny the accuracy of any of these other quotations in his Senate complaint against the press "smear campaign." Nor, in indicting the named newspapers and commentators in his floor attack, did he mention that the Associated Press and United Press carried similar stories to thousands of newspapers throughout the country.

—Chicago *Daily News*

CHAPTER XVIII

ILLNESS; DEATH; SUICIDE

JOURNALISTIC ACCURACY

Newspapers cannot expect to be infallible. They all make mistakes.

When a newspaper makes a statement upon its own authority the public may properly hold it responsible for the accuracy of that statement.

When, however, a newspaper quotes someone else, and has used reasonable diligence in checking the party quoted, then the responsibility for misstatement should not be attributed to the newspaper, but to the party quoted.

Weather reports, when they go awry, cause people to exclaim that "you can't believe anything the papers say." We know of no newspaper in this country which maintains a weather forecasting service.

Weather reports and prophecies are published as they are received from official weather bureaus, whose personnel are dealing with uncertain and temperamental elements, and sometimes are mistaken.

A newspaper does not go out and hold up a bank or crash a car into the side of a railway train just to get a "story."

When such unfortunate happenings occur, a reporter is sent to interview eye witnesses or the police, and it is upon what he is told that the story which appears in the paper is largely based.

Careful as a newspaper may be in checking and double-checking its information and sources of information, errors of statement will creep into its columns.

A newspaper thrives or decays upon its reputation for accuracy or lack of accuracy, but no newspaper can be more accurate than those members of a critical public, whom it quotes or upon whose statements it bases the articles it publishes.

—*Detroit Free Press*

Springfield, Mass.—When the paper fails to arrive, what do local readers miss most?

The question was answered recently here by a complaining populace which has been without local news for over 100 days because of a strike.

The news they miss most is obituaries!

Daniel B. Brunton, who has been trying to settle the strike or arrange for a new daily, without success, said that he heard the complaint voiced frequently.

The would-be readers regret the absence of reports of engagements, weddings, accidents, crime and civic affairs—but all less acutely than the absence of the obituary. —*Publishers' Auxiliary*

CHAPTER OUTLINE

- I. Illness
- II. Obituaries
 - 1. Basic Elements
 - 2. Circumstances of Death
 - 3. Reviewing a Life
 - 4. Evaluating a Career
 - 5. Morgue Stories
 - 6. Localization
 - 7. Side-Features
 - 8. The Second-Day Story
 - 9. The Funeral Story
 - 10. Follow-Ups
 - 11. The Obituary Blank
 - 12. Language and Style
- III. Suicides
 - 1. The Motive
 - 2. The Method
 - 3. Inquests

IF HIS FRIEND, OR SOMEONE WITH whose name he is familiar because of its prominence in local or world affairs, is ill or dies, the newspaper reader is interested because of the personality involved. If an obscure person of whom he never before has heard has an unusual disease or makes a heroic struggle against affliction, millions of Americans "plug" for him mentally from edition to edition. If a new medical discovery is announced, everyone who may be affected beneficially as a result is pleased to learn of it. If a contagious disease threatens to become an epidemic, readers appreciate being warned of the danger.

ILLNESS

Although the illness story may seem to be routine, it frequently is one of the most difficult to report and write. This is because the medical profession is reluctant to give out information about the condition of patients or about their own discoveries, unusual surgical performances, etc. Physicians hold that they are in duty bound to protect the privacy of those under their care, and the ethics of the profession forbids anything suggesting personal publicity. They may feel that knowledge of his condition, gained through a newspaper account, will be detrimental to a patient's recovery, and they do not trust the average reporter to report medical news accurately.

Relatives of a prominent person who is ill usually can be persuaded to authorize the physician in charge to release periodic bulletins regarding the patient's condition, but these may be in scientific language which must be translated. Until newspapers can employ reporters capable of handling medical news with the same understanding that baseball writers handle their specialty, the only safe way is to ask the doctors themselves for popular "translations," or to consult a medical dictionary. Because in many cases they have gone to extremes in refusing cooperation with

the press, physicians and surgeons must share part of the blame for any inaccuracies which occur in news concerning them.

Chambers of Commerce also are a handicap to adequate coverage of medical news because of the influence they often bring upon editors to play down news of epidemics. Fortunately few newspapers listen to such requests, holding their social responsibility to be too great and the loss of prestige they would suffer if the contagion reached sizable proportions to be an offsetting consideration. The paper with a sense of responsibility, of course, must take care not to frighten readers unnecessarily.

As will be elaborated upon in Chapter XXVII, Science and Invention, one of the weakest fields of contemporary reporting is that which deals with happenings in any branch of science, including medicine. Because the "meaty" part of such news is dull or beyond the reporter's capacity to comprehend and because minor aspects often can be sensationalized without effort, newspapers frequently are guilty, probably in many cases with innocent intent, of distortion.

The following are a few precautions to observe in avoiding some of the grossest mistakes which otherwise might occur in medical news:

1. Be cautious about announcing cures for important diseases. The hopes of millions of cancer victims have been raised cruelly through newspaper publicity to discoveries which turned out to be false alarms.

2. Be certain that a newly-announced discovery actually is recent. Cases have been reported of some cure or method's being ballyhooed as a startling find when it has been familiar to medical men for years.

3. Go easy on accrediting dogmatic statements to any medical researcher. Few of them ever speak in positive terms. Their efforts may be directed toward a certain goal, but they are extremely cautious about claiming credit for having reached it. Often they report to their scientific brethren on the progress of work they are doing; the newspaper should not credit them with having completed something which they have only begun.

4. Don't use without verification stories of miraculous cures.

5. Do not ascribe a pestilential disease to a person without absolute authority, as such a story, if untrue, is libelous.

6. Do not say a person died "from" instead of "after" an operation, as such a statement may be libelous.

7. Everyone dies of "heart failure." There is a disease known as "heart disease."

8. A person does not "entertain" a sickness; and not everyone "suffers" while under a physician's care.

9. Very seldom does a person "have his arm cut off." Rather it is cut off contrary to his plans and wishes.

10. Injuries are not "sustained" but are "received."

11. The nature of a diagnosis ordinarily should be stated unless there is weighty reason for omitting it.

12. Scientific names of diseases may be used provided the popular name of a disease also is given.

13. Attach statements of diagnoses and of the seriousness of an epidemic to an authority.

14. Do not mention the name of a physician except in stories of the illness of a prominent individual.

The following examples illustrate how different elements of interest in illness stories can be played up:

PATIENT'S CONDITION

The condition of Louis Rafferty, wealthy bank president and sportsman, today was described as "extremely critical." He was taken to Mercy hospital late Tuesday after suffering a cerebral hemorrhage at his home, 769 Ripley avenue.

UNUSUAL ILLNESS

(Note inclusion of interpretative background information)

A medical rarity, recurrent poliomyelitis, was reported Saturday by Dr. Max J. Fox, medical director of South View hospital. It was the first such case ever reported in Milwaukee and one of the comparatively few in medical history.

Dr. Fox disclosed that the patient, a boy, 9, from the town of Granville, was brought to South View suffering from bulbar type infantile paralysis and that his condition was good. The same child had spinal type polio last year and was treated at South View. He suffered no residual paralysis from the first attack.

"The recurrence disproves the popular belief that one attack provides certain immunity," Dr. Fox said. "The patient is definitely over the anxious period, but, of course, we cannot say yet whether he will have any after effects."

Child Cannot Cough

The child shows all the signs of bulbar polio, Dr. Fox added. These include paralysis of the palate, difficulty in swallowing and inability to cough.

A search of medical literature by South View staff members disclosed that the first case of recurrent polio occurred in 1910, which was 14 years after the patient had an initial attack of the disease. Since then, records show, the spacing of the two attacks in other victims ranged from 2 to 25 years. Apparently the town of Granville case is the shortest in time spacing on record.

"It is possible that failure to acquire immunity from one attack is characteristic of exceptional people, or that the first attack has produced inadequate immunity," Dr. Fox added. "A question also arises: could it be possible that there is a different strain of virus present in the different seasons or different epidemics that would bring a second attack?"

One Chance in Thousand

A careful interpretation of medical literature on the subject shows that the incidence of recurrent polio is less than one in 1,000 cases.

Dr. Fox also said that a new case, that of a south side girl, 6, was directly traceable to contact with two other cases. The girl is a cousin of two Cudahy brothers, 11 and 15, who became afflicted with the disease. The 11-year-old boy died a week ago at Children's hospital shortly after he was admitted. The south side girl had visited recently in the home of the two brothers.

So far this season there have been eight cases in the city and six non-resident cases.

—Milwaukee Journal

CASE AROUSING SYMPATHY

(This sort of thing can become maudlin if restraint is not exercised)

Jimmy Carrick is a nine-year-old boy with a big question to be answered:

"If doctors can make other kids walk, why can't they make me walk?"

Today, at Shriners' Hospital for Crippled Children, Roosevelt blvd., at Penny-pack Creek, Jimmy, who hasn't walked since he was two because of a spinal ailment, is going to start finding the answer. . . .

—Philadelphia Bulletin

RECOVERY

(Such stories inform and give hope)

To a casual observer, there wasn't anything unusual about a tall, thin boy playing ball in the yard of the Richard P. Weinert home at 4541 Prince av., Downers Grove, yesterday. He swung the bat with a firm hand and laughed with sportsmanlike enthusiasm when he missed.

But on the porch of the white frame house stood the father and mother of the ball player, Richard P. Weinert, Jr., 10. They were watching their son, a "blue baby" at birth, shout and play with other youngsters—and like them—for the first time in his life. Young Weinert returned yesterday from Johns Hopkins university hospital in Baltimore, Md., where he underwent a successful operation by Dr. Alfred Blalock. . . .

—Chicago Tribune

UNUSUAL PATIENT

Summit, N. J., Jan. 28.—(AP)—Two pieces of toast—no more—were prescribed as breakfast today for the nation's "biggest cop," lumbago-stricken Patrick J. Kelly.

Laid low on Overlook hospital's sturdiest bed, Kelly, 429-pounder, complained to Dr. Robert S. Milligan: "The diet business hurts more than lumbago."

Kelly, whose claim to the national police tonnage title topped all challengers last November, was stricken in police headquarters yesterday.

Fellow officers had to call eight passers-by to help tote him to the waiting ambulance.

EPIDEMIC

Salt Lake City, May 22.—A dozen persons have died in the West this spring of infection from wood-tick bites, though the spotted fever season has hardly begun.

A survey of western states tonight disclosed Rocky Mountain spotted fever has taken the lives of at least five persons in Oregon, five in Wyoming, two in Montana and one in Idaho.

Like the black widow spider a lurking enemy of mankind, the hungry brown parasite, especially active during May, June and July, each year extends its field and is found in some new and heretofore tick-free regions.

PUBLIC HEALTH WARNING

(Note participation of newspaper in health campaign and interpretative background on a common affliction)

Tomorrow—as near as the allergists can figure it—is the official opening date of the hay fever season. For the next two months thousands of Chicago area residents will sneeze, sniffle and pray for cold weather.

Their misery will be caused by ragweed pollen blown about town from vacant lots and carried in from the surrounding countryside.

So that sufferers can chart the course of their affliction, The Chicago Sun will print daily, Tuesday through Sunday, the pollen count for the previous day. Monday's papers will give a summary of the preceding week's records.

Laboratory to Make Count

The daily count will be made at 1 p.m. by the Abbott Laboratories under the direction of O. C. Durham, chief botanist at the dermatological research laboratories, 1400 Sheridan rd., North Chicago. The Sun's service will begin as soon as there is any pollen to record.

According to Durham, the method used is the approved technique developed by the Academy of Allergists and followed by the Chicago Allergic Society.

How It Will Be Done

Glass slides will be exposed to the air at the Weather Bureau office in the Old Post Office. Then the grains of pollen will be counted and the number per cubic yard will be computed.

A count of 25 grains a cubic yard is enough to be "noticed," Durham explained. Before the season is over at the end of September, the count may hit 600. Last year's high mark was 695 on Aug. 31.

The count is likely to be highest on dry, clear days when the wind is blowing strongly from the north, south or west. On rainy days or when the wind blows from the lake suffering is diminished.

There is a possibility that a continuation of the current drought may kill the ragweed plants and reduce the amount of pollen set free to plague the populace, but Durham refuses to predict anything. . . .

—Chicago Sun

PERSONAL HEALTH HINTS

Boston, Dec. 30.—(UP)—Dr. Oscar A. Strauss, a veteran specialist in the diseases of the artery, offered his own formula today for a "fountain of youth" to prolong human life.

If you drink coffee, don't drink warmed-up coffee. Be sure it is fresh.

A private practitioner in Chicago, Dr. Strauss said the drinking of warmed-up coffee is one of the causes of artery disease—such as hardening of the arteries, hypertension, or high blood pressure—which he described as "probably chief cause of the aging process in man."

Cleveland—(Special)—Excessive use of vitamins without medical advice is harmful and may even lead to death, according to President Truman's personal physician.

Speaking before the clinical congress of the American College of Surgeons here, Brig. Gen. Wallace H. Graham said specifically that excessive vitamin D may calcify kidneys, heart muscles and even involve the lungs and blood vessels.

He added, however, that he believed the "worst of the vitamin craze is over."

NEW CURES

(Note the restraint used to avoid raising false hopes)

New York, N. Y.—(AP)—A blind man and a southern drawl or a Yankee twang may appear to have little in common—but a study of accents is just one of the strange paths of exploration that science is following today in a long range effort to bring new freedom to the sightless. Main purposes of the project, literally a battle in the dark, are to create new sensory devices that may enable the blind to move about more freely and to "read" any newspaper or book.

The men doing the research stress the word "may" even more than conservative scientists ordinarily do. The work is still in a highly experimental stage and they do not wish to arouse false hopes.

The investigation is under supervision of the Committee on Sensory Devices set up during the war by Dr. Vannevar Bush, who headed the office of scientific research and development. The committee is headed by Dr. George W. Corner, director of the Carnegie Embryological laboratory, Baltimore, and initially was directed at helping in the rehabilitation of servicemen. The work now is being conducted by the National Academy of Sciences as part of a research program supported by the veterans' administration.

Potential recipients of any benefits developed are the quarter million Americans and the 5 to 10 million persons throughout the world who are blind. . . .

—Milwaukee Journal

HOSPITAL NEWS

Persons frightened by poliomyelitis cases in the Alton area have added to the cares of the sisters at St. Anthony's infirmary. The staff of sisters, already overworked, has been plagued by frequent telephone calls, at all hours of the day and night, by persons seeking advice, and even by some who want a diagnosis over the telephone.

Poliomyelitis patients are in the isolation department of the infirmary. None of the employed help of the institution works in that department, so that members of the sisters' staff are required to give extra time to treatment of polio patients.

The sleep of some of the overworked sisters has been disturbed by persons calling at night, to ask if this or that symptom indicates a polio case, if a person might be brought to the infirmary for examination, or what to do in case of such illness.

—Alton (Ill.) Telegram

By Sally Oppegard

Grand Forks has outgrown its hospitals. Emergency measures have become commonplace at the two city hospitals in the past two or three years, their officials report.

Capacity at the Deaconess hospital, including its annex, is now 163 adult beds, children's cribs and babies' bassinets, Alma Norum, superintendent of nurses, reported. That means doubling up in private rooms and more beds per ward.

Daily average for 1945 was 101, while it has been 136 for the first ten months of 1946. October average was 161, she said.

When ward and room beds are full, beds are placed in the halls. Hall beds are a common sight, for they are used more often than not. A last resort, they are inconvenient for both nurses and patient.

One patient in a hall bed admitted it provided a "ringside seat" but sleep is disturbed by the traffic and lights. Lack of privacy is another disturbing factor.

Hospital capacity now means emergency capacity. Neither the Deaconess nor St. Michael's has a waiting room. Beds have been placed in both hospitals for two years. . . . —Grand Forks (N. D.) *Herald*

UNUSUAL OPERATION

(Note: This story received streamer headlines for several days. It was full of human interest and involved the ethical question of mercy deaths)

A dramatic last minute agreement by the young parents of a five-day-old malformed baby enabled surgeons yesterday to perform an operation designed to save the infant's life and correct an intestinal abnormality. Last night, the surgeons, who did their task in the Danish-American hospital at 1615 N. Kostner avenue, said they believed the child had an excellent chance of growing to normal manhood.

Julian Tafel Jr. is the central figure in this baby case. Since his birth last Thursday morning his father, a garage mechanic living at 5012 Sunnyside avenue, had opposed the operation. The child's mother, Eva, wanted it performed as the only means of saving her son's life.

First View of Father

Tafel believed the boy might be an invalid all his life, a burden to himself and to his parents. Rather than have this happen, Tafel's position was that nature should take its course, which meant death by starvation.

Yesterday afternoon, however, he changed his mind after conferring with his parish priest and other friends. Tafel told his wife of his altered decision. But her determination had weakened by this time and she had swung to her husband's original view.

At this juncture, with the roles of the parents reversed, a healthy four-year-old boy who had undergone successfully an identical operation, was brought into Mrs. Tafel's room at the hospital. Overjoyed at this evidence that their son, too, might be normal, they agreed to the operation. . . .

Little Patient Grows Weaker

By the time the baby was taken into the operating room, attended by doctors, nurses and photographers, his temperature had dropped from 103 degrees to 98 degrees, more than a half degree below normal. His condition was so weakened that physicians injected a salt solution before beginning to operate. Then, in their operating gowns, they obligingly posed for photographers. . . .

The doctors described their work yesterday as a life saving operation. The child lacks an intestinal outlet. He has been fed only enough food to keep life in his body, because elimination of waste has been impossible. . . . —Chicago *Daily Tribune*

OBITUARIES

Basic Elements. The size obituary a person gets depends upon his importance as news. Even the shortest, however, must include these basic facts:

1. Name of deceased
2. Identification
3. Time of death
4. Place of death

Two other facts really are essential for even a one or two-sentence notice:

5. Cause of death
6. Age of deceased

Unless death occurs in some unusual way the name (*who*) always is the feature of an obituary. Identification in the brief notice may be by address or occupation only. No authority need be stated unless the dispatch comes from an obscure place or is third or fourth hand. Then "it was learned here today" or some similar statement should be used. The paper must be on guard against false rumors of a man's death started by enemies.

In giving the age of a dead person some papers permit the form "Henry Baxter, 61, died today, etc.," whereas others object to this form on the ground that placing the age after the name indicates the present tense. Papers with this attitude prefer a phrase "at the age of 61 years" or a second sentence, "He was 61 years old."

Rutherford Regal, 414 Oates street, a City Yards employe, died at 3 A.M. today at his home following a week's illness from pneumonia. He was 43 years old.

A man's importance or the achievement by which he will longest be remembered ordinarily should be used in identifying him, as:

Henry Pope, 78, nationally prominent hosiery and textile manufacturer and co-founder with the late President Roosevelt of the Warm Springs (Ga.) Infantile Paralysis Foundation, died yesterday at his home at 5555 Everett avenue.

Lexington, Ky., Aug. 15.—Col. Edward Riley Bradley, America's only four-time Kentucky Derby winner and one of the country's noted sportsmen, died here early today after a heart attack at his Idle Hour stock farm. His age was 86.

—New York Times

Sometimes a reporter discovers an interesting circumstance in the life of a relatively unimportant person who has died. Perhaps, for instance, he was present at the assassination of a president, was a pioneer of the locality, a former millionaire or in some other way a romantic figure, as:

William Dickinson, 81, lifelong Milan resident whose grandfather laid out the village and founded and built the Presbyterian church here, died at 6 P.M. yesterday in his home on Dickson street. Death terminated an illness.

James Mauris, whose restaurant at 1464 E. 57th street has for many years been a rendezvous for faculty members and students of the University of Chicago, died suddenly of a heart attack last night.

Mrs. Angelina Loring Avery, one of the few surviving "real daughters" of the American revolution, died peacefully late tonight at her home here.

Circumstances of Death. When a person is known to a large number of readers, the circumstance of his death should be related as that is one of the first things about which a friend inquires when he hears of another's demise. Circumstances of death include:

7. Bedside scene
8. Last words, messages, etc.
9. Account of last illness

In a full-length obituary, according to the formula being developed, these facts usually follow the lead.

Allen E. Schoenlaub, 57, cashier of the First National bank, died suddenly about 8 P.M. yesterday at his home, 1146 Elm street, from a heart attack.

He was found in the kitchen by his wife after she heard him fall while in quest of a drink of water. About a half hour before the attack Mr. Schoenlaub complained of feeling queer. He had spent a normal day at the bank and ate dinner with his wife, son, Robert, 22, and daughter, Flora, 18, apparently in excellent health. He had had no previous heart attacks nor any other recent illness.

A physician whom Mrs. Schoenlaub summoned declared death was due to coronary thrombosis and that Mr. Schoenlaub probably died instantly.

In addition to his wife and two children, he is survived by a brother, Herbert, Kansas City, Mo., and a sister, Mrs. R. S. Bostrum, Chicago.

Mr. Schoenlaub was connected with the First National bank for 26 years, the last 18 of which he was cashier. He was born Jan. 30, 1891 at Ann Arbor, Mich., and was graduated from the University of Michigan in 1913. He moved here in 1922 after nine years as teller and cashier of the State Bank & Trust Co., of Dowagiac, Mich.

Mr. Schoenlaub was an active member of the First Baptist church, having been president of the Men's club from 1931-40. He also was a member of Keystone Lodge No. 14, B. P. O. E., and of Milltown Lodge No. 150 F. & A. M.

Funeral arrangements have not yet been made.

Note in the above the presence of three other important elements:

10. Surviving relatives
11. Funeral plans
12. Biographical highlights

Sometimes the circumstances of death constitute the feature, especially in the case of an obscure person:

Cleveland, April 22.—(UP)—In a dingy one-room attic they shared, three men were found dead today amid evidence of a last struggle against either poisoning or coal gas fumes.

The room was the same in which two of the victims were overcome by natural gas fumes and a third man was killed a year ago.

The victims: . . .

Logansport, Ind., April 22.—(AP)—An uphill battle for education against almost insurmountable odds had halted today in the death of Jess Liston, 25, blind, deaf and mute since birth.

Pneumonia brought to an end Mr. Liston's efforts to overcome handicaps that would have overwhelmed the average person.

Constant attention of Miss Nettie Newell, his tutor, enabled Liston to achieve a vocabulary of more than 700 words, shave and dress himself and write on a specially built typewriter.

Mr. Liston's ability brought wide notice. He and his teacher appeared on several occasions before educational groups. . . .

A typical routine obituary, of which any newspaper uses hundreds annually, follows:

Charles M. Hull, 80, of 762 North Marshall st., a retired railroad engineer, died Sunday at Misericordia hospital. He had been in poor health for more than three years.

Mr. Hull retired in 1937 after working 51 years for the North Western road. He started in Baraboo, Wis., as a fireman when he was 16 and was promoted to engineer when he was 21. A native of Chicago he moved to Baraboo when a small child and came to Milwaukee 35 years ago.

He belonged to the Masonic lodge and Knights Templar at Baraboo. He is survived by a brother, George H. Hull, Oak Park, Ill.; a niece, Mrs. Irene St. Clair of Milwaukee, and a nephew, Robert T. McCutchen, South Mountain, Penn.

Phil Roth of the Masonic service bureau will officiate at services at 8 p.m. Monday at the Philip J. Weiss funeral home, 1901 North Farwell av.

—Milwaukee Journal

Reviewing a Life. Often the news interest in a death is in the events in the life just ended which the occasion recalls. This is as true of a comparatively obscure person as of a prominent person. Note the emphasis upon the biographical in the following example:

James F. Holden, 85 years old, a vice-president of the Kansas City Southern Railway company from 1910 until his retirement January 1, 1930, died last night at his home in Evanston, Ill. He and his wife, Mrs. Charlotte E. Holden, moved there last fall from their home at 3632 Locust street, to be near the home of a son, Royal Holden, Winnetka, Ill.

Holden spent more than half a century as a railroad man, thirty-eight years as an executive.

To Frisco in 1886

His career began when he was 16 years old, when he went to work for a railroad at Whitby, Ontario. Until 1880 he was a clerk to the superintendent and traveling auditor of the old Whitby, Port Perry & Lindsey railroad, and from 1880 to 1883 was chief clerk in the traffic manager's office of the Midland Railway of Canada. He served as Canadian Pacific freight agent in Toronto until 1886, when he went to St. Louis to take charge of agents' accounts for the Frisco railroad.

He was chief rate clerk in the Frisco general office from 1889 to 1891, when he became auditor and traffic manager for the Choctaw, Oklahoma & Gulf railroad. He rose to traffic manager in 1898 and became vice president in 1901. In 1903 he was appointed freight traffic manager of this firm's successor, the Chicago, Rock Island & Pacific. In January, 1906, he was elected vice-president and general manager of the Midland Valley railroad and helped to build the Midland Valley railroad from the Arkansas coal fields to Arkansas City, Kan. He joined the Kansas City Southern as vice-president in 1910.

High Post in World War I

Recognized as one of the foremost railroad traffic experts in the country, Holden in 1918 was appointed to an important job in World War I—that of supervisor of transportation and traffic for the federal shipping board.

Although work was a vital factor in a career that rose from clerk and auditor to builder and executive, Mr. Holden found time for many other interests. He played golf twice a week at the Kansas City County club and taught the Men's Bible class at the Westminster Congregational church. He was a director of the Y.M.C.A. and was a member of the Kansas City club, the Rotary club, the Chamber of Commerce and the Union League in Chicago.

Educated in Canada

Mr. Holden was born December 22, 1861, in Prince Albert, Ontario, Canada. He attended grade school and high school in Whitley, Canada.

He leaves his wife, Mrs. Charlotte E. Holden, also at the home of Royal Holden in Winnetka; two other sons, Victor Holden, Buffalo, N. Y., and Ellsworth V. Holden, Newcastle, Dela.; a daughter by a former marriage, Mrs. Gordon Groves, McPherson, Kan., and eight grandchildren. Arrangements for funeral services, to be held here, have not been completed.

—Kansas City *Star*

Evaluating a Career. The death of a nationally or world-famous person, one whom history will remember, is the occasion for an interpretative piece of writing which blends the details of death with attempts to evaluate the person's importance. Its purpose is to "place" the dead person in history with emphasis upon his importance and contributions. The interpretative obituary is not an editorial although it is impossible for a writer, qualified to pass judgment upon his subject, to avoid evaluation.

By Virginia MacPherson

Hollywood, Dec. 25.—(UP)—W. C. Fields, the 67-year-old comedian—who liked to boast he spent the last 46 of those years on a diet of olives floating in alcohol—died today of dropsy.

The bulbous-nosed entertainer had been in critical condition for several months—partly, he told this correspondent recently, because his doctors insisted he stick to milk, which he called “a whitish fluid they force down babies.”

He Died Just After Noon

He died at Las Encinas Sanitarium a few minutes after noon. It was just about the time when the rest of Hollywood was drinking Christmas toasts in Mr. Fields' favorite refreshment—double Martinis.

“I've been on a 46-year diet of olives and alcohol,” he liked to say. “The latter I consume, the former I save and use over again in more alcohol. They tried to get me to stop drinking once. But I began to see little men with whiskers and high hats sitting on bulls.

Little Men Went Away

“I left the hospital and resumed my diet. And the delirium tremens left me. The little men went away. In my lifetime, I imagine, I have consumed at least \$200,000 worth of whisky.”

The “one and only” Fields parleyed his taste for drink into a lengthy career as a funnyman and a million-dollar fortune. The portly little man who became slightly ill whenever he passed a soda fountain, made enough money wise-cracking about his thirst to furnish a luxurious house in the Hollywood hills with what he considered the “comforts of life.”

Pool Table in Living Room

He refused to bother with overstuffed furniture in his vast living room. Instead, he placed in the center a magnificent pool table, surrounded by high chairs with chromium legs and leather upholstery.

He also had a magnificent library paneled in mahogany. But he didn't keep books there. That was where he placed the largest ping-pong table in Hollywood.

Double Martinis on Hand

The butler was trained to keep a quart jar of double Martinis mixed and on hand. Mr. Fields said he was a man who didn't like to wait when he got thirsty.

That's why he ordered a magnificent black and gold electric refrigerator on wheels—equipped with a long cord. That refrigerator, he explained to his guests, would go anywhere in the house. When he wanted ice he wanted plenty—and in a hurry.

Drinks Beer for Breakfast

“I usually drink beer for breakfast,” he said once. “Thereafter my refreshments gradually become stronger during the day. In the afternoons I switch to double Martinis. After dinner I drink like a gentleman. Nothing but good Bourbon whisky.

His fellow actors could always get a laugh with a W. C. Fields' joke on the demon rum. And Mr. Fields never minded how much they kidded him.

“Even my best friends admit I'm an old reprobate,” he laughed once. “But I've been known to eject from my house anyone who mentioned the word ‘water.’ Rusts pipes. Yas, indeeed.”

2 Generations Remember Him

The gagster with the red nose and the white gloves and cane, had been in semi-retirement for the last several years. But two generations still remember him as one of the great comedians of his time on stage and screen.

During his last years in Hollywood, he was separated from his wife, Harriet, whom he married in 1901. She raised their only son, W. C. Jr., and Mr. Fields maintained his bachelor mansion, where he could drop ashes on the oriental rugs any time he pleased.

His Name Shortened

He was born Claude William Dukenfield in Philadelphia, Feb. 10, 1879. He later shortened his name to fit the theater marquees.

A slapstick episode in which he engaged with deadly seriousness when he was 11 changed the rest of his life. He whacked his father on the head with a wooden box and ran away from home.

Juggling Attracts Him at 15

For four years he lived in parks, caves and barns. He begged nickels and stole food from groceries. When he was 15, after sneaking into a vaudeville show, he decided to become a juggler.

After practicing a year he got a \$5-a-week juggler's job, but owed the management 10 cents after the first week. Next he went to Atlantic City, where he juggled 20 shows a day between rescues from drowning. He faked the drownings to draw crowds to the pavilion in which he entertained.

Begins European Tours in 1900

But his juggling became so expert that he advanced to burlesque shows which played in every city in the United States. By 1900 he began the first of an annual series of European tours. He added South Africa, Australia, the Orient and the South Seas to his itinerary.

In 1914 he traveled all the way from Australia to Rochester, N. Y., to play in C. B. Dillingham's "Watch Your Step," but was dropped from the cast after one night because the revue was too long.

But a Ziegfeld scout saw his lone performance and signed him up for the "Follies." For 10 years he was a member of the "Follies" troupe which included Will Rogers, Eddie Cantor, Ed Wynn, Fanny Brice and Bert Williams. He also was in Earl Carroll's "Vanities."

In 1924 D. W. Griffith brought Fields to Hollywood for "Sally of the Sawdust," a movie version of Fields' stage success, "Poppy." Fields made seven more pictures before he returned to Broadway. In 1932 he went back to Hollywood to stay.

Micawber His Great Role

One of his greatest movie roles was that of Micawber in "David Copperfield." He had learned Dickens almost by heart, finding an affinity between his own early life and those of the great Victorian novelist's fictional waifs.

Fields wrote much of his own material for other movies and later radio appearances, and he was one of the most apt ad libbers who ever performed.

Unpredictable on Radio Shows

Knowing Fields' propensity for wandering from the script, many a radio executive spent agonized moments when the comedian took off on an unscheduled flight of invective during his famous feud with Charlie McCarthy.

Despite a bad period during the depression, Fields' wry talent kept him generally on top of the financial heap. "There is no such thing as art for art's sake," he said. "It is art for the dollar's sake."

—Chicago *Sun*

Morgue Stories. The entire obituary of a famous person may be written after he has died. Newspapers have on file, however, biographical sketches of most prominent persons; it was because they once contained little else except such sketches that newspaper libraries came to be called morgues.

If it seems advisable, and if time permits, the morgue story is revised or edited to be a part of the obituary proper. More ordinary practice, however, is to add it at the end of the story of death with slight, if any, alterations. Events occurring in the man's life after the sketch was written are worked into the newly-written first part.

The morgue story actually is an interpretative biographical sketch in which the writer attempts to evaluate the person and assign him his proper historical importance. In composing it the reporter has an opportunity to do some of his best writing. The best source of material about the basic facts of a man's life is, of course, the man himself. Since the morgue sketch is prepared during its subject's lifetime, it usually is written following an interview. Also the writer consults previously-written material about the person and makes his own impartial estimate of the highlights of the career he is reviewing.

Emphasis in writing should be upon the outstanding characteristics, achievements and activities of the person. The temptation of the young writer is to begin with the fact of a person's birth and to continue with a chronological narrative of his life. In interviewing a person for material about himself it may be convenient to have him tell about himself in such a way, but, in writing, the principle to be followed is the same as in all other news writing: most important facts first. The fact of birth seldom is the most important.

The New York *Times'* morgue story on Sidney Hillman follows:

A Pioneer in Cooperation

Sidney Hillman was among the earliest American labor leaders to recognize and apply the principle that the welfare of the workers in the industry was directly related to the welfare of the industry itself. He was a pioneer advocate of "constructive cooperation" between workers and employers, and the record of his own organization, the Amalgamated Clothing Workers of America, was a case history in the betterment of capital-labor relations.

When the nation found it necessary to mobilize its productive facilities in the face of onrushing totalitarianism, President Franklin D. Roosevelt turned to Mr.

Hillman as the man best qualified to represent labor in this enterprise. His principal responsibility was to keep the wheels of industry turning, to avert strikes and lock-outs, with persuasion and patriotism as his only weapons.

In discharging this task, Mr. Hillman championed collective bargaining and the preservation of labor's legislative gains as vital elements in the maintenance of democratic institutions and effective defense. He put his trust in self-discipline for workers, rather than in prohibitions on strikes and other coercive measures.

So successful did the President consider Mr. Hillman's record as a member of the National Defense Advisory Commission that he advanced him at the end of 1940 to the post of associate director of the Office of Production Management, with powers coordinate with those of the director, William S. Knudsen.

In July, 1943, Mr. Hillman entered upon what was to become the most spectacular portion of his career when he was designated chairman of CIO-PAC. In the 1944 Presidential campaign his activities in this post created such a stir that the explosive phrase "Clear it with Sidney" became a central issue in the unsuccessful Republican effort to defeat Mr. Roosevelt.

The catchwords, which were dinned into the ears of millions of American voters by Governor Dewey and his fellow-Republican orators, were supposedly based on instructions given by the President to clear everything with Mr. Hillman in deciding on a Vice Presidential nominee at the Democratic national convention in the summer of 1944.

Postmaster General Robert E. Hannegan, to whom the instructions were allegedly given, denied that Mr. Roosevelt had ever said anything of the sort, but that did not prevent Mr. Roosevelt's political enemies from turning their fire on Mr. Hillman as the central agent in a "plot" to turn the Democratic party over to the CIO.

Fought Communism in Own Union

Undisturbed by these attacks, Mr. Hillman carried forward his task of political organization among the 6,000,000 members of the CIO and among other liberal and progressive groups. When the votes were counted, it was conceded that the efforts of PAC had been effective in mobilizing pro-Roosevelt sentiment in key industrial states. At his death Mr. Hillman was busily engaged in a similar mobilization of political strength to carry forward the Roosevelt political philosophy in the 1946 Congressional elections.

Although he was often accused of Communist sympathies, Mr. Hillman always cited his own record as the best refutation of these charges. In his own union he carried on an unrelenting war against Communist elements and there was no section of the Amalgamated in which they were able to establish a foothold.

During the period of the Soviet-Nazi pact, when the Communists in this country were combatting the national defense program, they openly attacked Mr. Hillman for his support of the Roosevelt foreign policy. However, when Hitler's attack on Russia changed the Communist viewpoint and they swung over to all-out support of the war effort, Mr. Hillman took the view that the left-wing faction in the labor movement should be encouraged to make its full contribution to war production.

Out of this developed a cooperation between Mr. Hillman and the left-wing unionists that reached its climax in the fight for control of the American Labor party in this state in the early months of 1944. A coalition of the Hillman and left-wing forces defeated the right-wing, headed by David Dubinsky, president of the

International Ladies Garment Workers Union, A.F. of L. in a tense primary contest, and the right-wingers withdrew to form the Liberal party.

Although Mr. Hillman was modest in demeanor and undramatic in debate, his career read like something out of Horatio Alger. He was born March 23, 1887, in Zagare, Lithuania, then under Russian rule. His father, a wheat trader, wanted him to study for the rabbinate, but Sidney found himself caught up at the age of 18 in the struggle for liberation from the despotism of the czars. He participated in the abortive Russian revolution of 1905 and was thrown into jail as a political prisoner.

A Political Prisoner

For six months he was held in custody, facing execution or exile to Siberia. But he did not abandon hope, and he capitalized on his stay in jail by reading hundreds of books on economic and literary themes and by discussing social problems with the other prisoners, among whom were some of the most brilliant scholars in contemporary Russia.

Soon after a general amnesty brought him freedom he was arrested again, and spent four more months in prison. He decided to seek his future elsewhere and emigrated, first to Manchester, England, and in August, 1907, to this country.

His first job was with Sears, Roebuck & Co., in Chicago, where he worked as an order packer and stock clerk in the infants' wear department at \$8 a week. After a year and a half he was laid off because of slack business. He used his enforced leisure to extend his knowledge of music, literature and drama, taking his poverty as a matter of course.

In the summer of 1909 Mr. Hillman entered the men's clothing industry as an apprentice in the factory of Hart, Schaffner & Marx, working for eight weeks without pay to learn the cutter's trade and then going on the payroll at \$6 a week. These were the days of the sweatshop. Women earning as little as \$3 for a seventy-hour week were often required to take work home at night. Sanitary conditions were indescribable; foremen exercised tyrannical power over the garment-makers and chaos prevailed throughout the industry.

The youthful Hillman found it hard to reconcile these conditions with the principles of Thomas Jefferson and Abraham Lincoln, whose public papers he had studied while he was unemployed. He took the lead in organizing a strike, which resulted in no immediate gains for the workers, but which had long-range effects of prime importance.

Trail Blazer in Arbitration

Hart, Schaffner & Marx became the proving ground for a form of industrial democracy in which the workers participated with real power and responsibility. A permanent board of arbitration to settle all disputes was a trail-blazing feature of the first contract signed in 1911. The effectiveness of this board was demonstrated by the fact that after 1911 the friendly relations between management and workers in the shop were never broken by strikes or lockouts.

All subsequent contracts entered into by Mr. Hillman contained arbitration machinery. He believed that such machinery represented the most effective way of assuring continuous production and protecting the rights of both sides after a contract had been negotiated.

One of the principal benefits of the Hart, Schaffner & Marx strike from Mr.

Hillman's personal point of view, was the contact it gave him with Bessie Abramowitz, a young vestmaker and strike leader. In May, 1916, Miss Abramowitz became Mrs. Hillman.

Early in 1914 Mr. Hillman was called to New York to serve as chief clerk of the Cloakmakers Joint Board in the women's clothing industry, but before the year was out he had returned to the men's clothing field to accept the presidency of the Amalgamated Clothing Workers. He was the first head of the union and he continued to lead it throughout his career.

The organization went through bitter struggles before it won the respect and confidence of clothing manufacturers. Strikes were called in New York, Chicago and many other centers, but it was not until the United States entered the World War that the union really made substantial gains in its quest for better pay and reduced working hours. By the end of the war the forty-four-hour week was almost universal in the industry and stable relations had been established with employers in many markets.

These relations were tested severely in the years following the war, and there were many periods in which the union's treasury was drained and its very existence threatened. Through conferences where possible, through strikes where necessary, Mr. Hillman kept the organization advancing.

When the union held its 15th biennial convention in Atlantic City two months ago, its membership had grown to 350,000, including laundry workers, shirtmakers and cleaners and dyers. Ninety-six per cent of the men's clothing industry was under union contract; average hourly earnings had been increased from 27 cents to \$1.60 and working hours had been cut in half.

With its increase in size and influence, the union established itself as the dominant factor in stabilizing the clothing industry and eliminating cut-throat competition among manufacturers. Mr. Hillman won contractual acceptance of a plan under which manufacturers in every part of the country were required to pay their workers the same wage for the same kind of work. This ended the "runaway shop" evil which developed from the former inclination of employers to move their factories to centers where lower wage rates prevailed.

On occasions when manufacturers who had maintained amicable relations with the union for many years found themselves threatened with bankruptcy because of a temporary business recession, Mr. Hillman advanced funds from the union treasury to tide them over. The union's research staff was constantly digging up solutions for employers' problems showing them how to increase output, eliminate waste, widen markets and thus create more dividends for themselves and more wages for the workers.

Union Enters Other Fields

A functioning unemployment insurance system to protect clothing workers in periods of joblessness was set up in Chicago under the auspices of the Amalgamated and the unionized manufacturers in the decade after World War I, ten years before similar protection was extended to all industrial workers under the Social Security Act.

The Amalgamated insurance program, financed through employer contributions, was made nation-wide in scope, and extended to include health, accident and maternity benefits.

The union went into the banking business in Chicago in 1922 and in New York a year later. Unlike most labor banking institutions, the Amalgamated remained solvent through the banking crisis of 1932-33. Small personal loans to individual depositors at modest rates of interest played a large part in the success of the two banks.

Cooperative housing was another field in which the Amalgamated pioneered under Mr. Hillman's leadership. To relieve an acute housing shortage after World War I, the union built large-scale developments in the Moshulu Parkway section of the Bronx and on the East Side. Both were fully occupied almost from the opening day.

The New Deal Administration of President Roosevelt gave Mr. Hillman his greatest opportunity for wide public service. In 1933 he was appointed a member of the labor advisory board of the National Recovery Administration. When enforcement problems began to bedevil the agency, he was elevated to a key post as a member of the Recovery Board.

Despite the outlawing by the Supreme court of the NRA codes, Mr. Hillman was able to keep standards intact in the clothing industry. The Amalgamated lost none of the organizational strength it picked up as a result of the impetus given to unionization by the Recovery act.

During the NRA period Mr. Hillman led his union into the AFL, but in 1935 he joined with John L. Lewis and other industrial union leaders in forming the Committee for Industrial Organization. For four years complete harmony existed between Mr. Hillman and Mr. Lewis, but differences of opinion on peace with the AFL, methods of dealing with Communists in the CIO, and support of President Roosevelt strained the relations between the two men after 1939.

When only a short bulletin of an important person's death is received in time for an edition, the morgue part of the printed story may constitute almost the entire printed story, as:

London, May 26.—(AP)—The Right Rev. Arthur Winnington-Ingram, eighty-eight, formerly Bishop of London, died today. As the personal choice of the late King Edward VII, he was appointed bishop when he was forty-three. He retired in 1939.

Served in East End Slums

Dr. Winnington-Ingram came to the Diocese of London from the slums of the East End, where he had done settlement work from Oxford House in Bethnal Green. He never lost his interest in improving conditions among the poor.

In later years the Bishop crusaded for world peace and was a strong believer in Anglo-American friendship. Following a trip to this country in 1926, he asserted that American school children were taught to hate England, and pleaded for a revision of teaching methods here, saying that he believed "the whole future of the world depends upon our two nations keeping together."

During his six weeks' visit to this country, Dr. Winnington-Ingram amazed the American public with his vitality. At that time, sixty-eight years old, he filled three or four engagements a day, visited and spoke at twenty-two universities, played a fast game of tennis with Miss Helen Wills, and played several rounds of golf in

the low eighties. At the age of seventy-two he scored three soccer goals for Marlborough, his school team.

Called Stipend Too Small

Dr. Winnington-Ingram also used that trip to dramatize his contention that the £10,000 a year stipend was not adequate for his expenses.

He offered Fulham Palace, the massive Tudor building that is the traditional home of the Bishop of London, rent free to any one who pay the upkeep during his absence. A bachelor, he himself lived in only two rooms of the palace.

The fourth son of the Rev. E. Winnington-Ingram, and a grandson of the Bishop of Worcester, Arthur Winnington-Ingram was educated at Marlborough and Keble college, Oxford. Ordained in 1884, he first became curate of St. Mary's, Shrewsbury. When he was thirty he began his work in the slums, and reached the rank of Suffragan Bishop of Stepney when he was appointed Bishop of London by King Edward in 1901, just seventeen years after he was ordained.

When he retired in 1939 at the age of eighty-one he was succeeded by the Right Rev. Geoffrey Francis Fisher, who was created Archbishop of Canterbury last year.

—New York *Herald Tribune*

Localization. When a famous person dies there is a chance for a localized feature based on the material in the morgue and interviews with local citizens. The following is the lead of a story telling of King Albert's visits to St. Louis. If this sort of story is not possible, an interview with someone in the community who had some contact with the dead celebrity could be written in almost any city, no matter how small.

Albert I, beloved wartime king of the Belgians, visited St. Louis twice during his lifetime. The first time, in May, 1898, he attracted little attention as he was traveling incognito under the name of "John Banks." On his second visit, of five hours' duration Oct. 21, 1919, he was acclaimed by a crowd said at the time to exceed that which greeted President Woodrow Wilson the same year.

Many legends have arisen as the result of Albert's sojourn in America when he was crown prince. He is known to have denied a tale that he served as a newspaper reporter in New York, Minneapolis and other cities. In St. Louis he is said to have been entertained by the Belgian consul and other natives of his country.

In interviews with reporters here in 1919 the triumphant monarch asserted that the reception accorded him by St. Louisans exceeded in cordiality and enthusiasm any other in scores of cities on his itinerary in the United States.

Speaking of St. Louis, Albert I said, "One of the things I admire most is your wonderful activity, and the spirit of enterprise and the large scale of your industrial plants. This allows me to look for greater production. Without increased production, the world, I fear, will have a very difficult year."

The king was accompanied upon his American postwar trip by Queen Elizabeth and Crown Prince Leopold, soon to become his successor to the throne. Heading the St. Louis reception committee were the late Governor Gardner and Mayor Kiel. Ambassador David Francis also rode in the automobile parade to the principal parts of the city and attended a 1:30 P.M. luncheon by the Chamber of Commerce at Hotel Statler. . . .

—St. Louis *Star-Times*

Side-Features. In addition to the obituary proper a newspaper may print several other related items.

1. It is the habit of newspapers, for instance, to print encomiums of prominent individuals who die. Persons acquainted with the career and reputation of the dead man are solicited for statements which usually are included in a single story with a comprehensive lead. Many of these statements are prepared in writing by the persons quoted; others are written following interviews by reporters who express the interviewee's attitude if not his exact words. Expressions of appreciation of certain persons may be published as separate items. If the president of the United States makes a statement, it usually constitutes a separate item. Dispatches from foreign countries carry separate datelines.

2. Sometimes the death of a prominent person leads to an official proclamation by a public official, ordering flags to be flown at half staff or suggesting the cessation of business on the day or during the hours of the funeral.

3. When messages of condolence are received by members of the dead person's family, a newspaper obtains them for publication, either in place of or in addition to the statements that it gathers itself.

4. Resolutions of sympathy passed by organizations with which the deceased was affiliated usually are given to the press for immediate publication.

5. When a business man dies, especially in a small community, those who had any dealings with him are interested to know whether the establishment will remain open. Newspapers print notices of how long, if at all, the business will be suspended, and whether other business places will close for any length of time as a gesture of respect.

6. The death of a prominent person is the excuse for a recitation of anecdotes of his life. Persons who were close to the deceased frequently write first-person reminiscences. In smaller communities newspapers try to find citizens who were acquainted in some way with a prominent person who dies. In after years on the anniversary of the famous person's death or birth or of some outstanding event in his career, more anecdotes are sought.

In the following article the emphasis is on probable effect and aftermath:

By A. H. Raskin

Sidney Hillman, who fled Russia forty years ago to escape religious and political persecution, and who became one of this country's foremost political and labor leaders, died at 8:40 a.m. yesterday at his summer home in Point Lookout, L. I.

The 59-year-old president of the Amalgamated Clothing Workers, who was also national chairman of the CIO Political Action Committee and State chairman of the American Labor party, suffered an acute heart attack while preparing to go to his union office at 15 Union Square. His physician, Dr. Mack Lipkin, said Mr. Hillman had suffered four such attacks since 1942, but had steadily extended the range of his activities in the national and international sphere.

From President Truman and from leaders in all walks of life, including many of his political foes, came tributes to the soft-spoken, unemotional labor leader whose political activities had made him one of the most controversial figures in American life. Employers, who had come to respect Mr. Hillman as a consistent exponent of harmonious industrial relations, joined with union chiefs of every political hue in honoring his accomplishments.

Associates, too stunned by Mr. Hillman's sudden death to speculate on possible successors for his political and labor posts, said they felt his passing would be more of a loss to the nation and the world than it would to the union he built from scratch. The Amalgamated Clothing Workers is so well established in its industry that Mr. Hillman has had to devote comparatively little attention to its affairs in recent years.

In the political field Mr. Hillman's death was expected to make more difficult the maintenance of the uneasy political alliance between the regular Democratic party organization and the coalition of liberal and labor groups exemplified by the CIO-PAC. Mr. Hillman represented a balance wheel between the right and left-wing groups in the CIO, as well as in its political subdivision, and his death seemed likely to complicate the task of Philip Murray in keeping the rival factions in line.

Industry to Close Tomorrow

The entire men's clothing industry in this city will close down tomorrow in tribute to Mr. Hillman. His body, which is now at the Riverside Memorial Chapel, will be transferred to Carnegie Hall, Fifty-seventh Street and Seventh Avenue, at 1 p.m. today and will remain on public view there until 11 a.m. tomorrow. At noon funeral services will be conducted by the Rev. Dr. Stephen S. Wise of the Free Synagogue, after which the funeral procession will pass through the clothing district. Burial will be at Westchester Hills Cemetery, Hastings, N. Y.

With Mr. Hillman when he died was his wife, the former Bessie Abramowitz, whom he met as a fellow striker in Chicago in 1910 and who is now educational director of the Laundry Workers Joint Board, a branch of the Amalgamated. Also in the buff stucco cottage, a block from the ocean, were Mr. Hillman's daughter, Mrs. Selma Lerner, wife of a former Navy lieutenant, and his 3-year-old granddaughter, Dorothy Lerner. Another daughter, Mrs. Philoine Fried, is in Paris, where her husband is labor attaché at the United States Embassy. —New York Times

The Second-Day Story. The second-day story is primarily the preliminary story of the funeral. When more than a day intervenes between death and the funeral, there may be two follow-up stories.

Details to look for in the funeral arrangements include:

Time and place
Who will officiate?

Will services be public or private?
How many will attend?
Arrangements for handling a crowd
Names of relatives from away
Names of notables who will attend
Will any club, lodge, etc. have a part?
Organizations to attend in a body or to be represented
Names of musicians and selections
Who will preach a sermon or deliver a eulogy?
Pallbearers, active and honorary
Where will burial take place?
What will be the program of the services?

The second-day story also may include additional details of the last illness and death, additional panegyrics, letters of sympathy received by the family, resolutions, memorial services and the floral offering. If the family requests that friends omit flowers, the newspaper should include the request. If floral offerings are sent, the newspaper should obtain a list and description of the important pieces and the names of the individuals or organizations sending them.

In virtually every case of death, friends of the dead person are given an opportunity to view the body before the time of the funeral. The newspaper should find out when and where the body will lie in state. Organizations which will not be formally represented at the funeral may view the body as a group.

When a member of Congress dies while in Washington, both houses pass resolutions and appoint committees to accompany the body home. Sometimes they adjourn out of respect. The practice of holding a separate memorial service for each deceased congressman has been dispensed with, and only one memorial service now is held each year at which all members of Congress who have died during the year are eulogized. Many clubs and lodges have a similar custom.

A well-written second-day story follows:

Three hundred fifty thousand members of the Amalgamated Clothing Workers throughout the United States and Canada will stay away from work today in tribute to their late president, Sidney Hillman, funeral services for whom will be held at noon in Carnegie Hall, Fifty-seventh street and Seventh avenue.

Employers in the men's clothing industry, who were as saddened by Mr. Hillman's death Wednesday morning as the workers he led for thirty-six years, willingly agreed to the one-day stoppage. As a further mark of respect to the immigrant youth who became one of America's outstanding political and labor leaders, the greater New York CIO Council called on all of the 600,000 CIO members in the metropolitan area to observe five minutes of silence beginning at noon.

Secretary of Commerce Henry A. Wallace will represent President Truman at the funeral. The Rev. Dr. Stephen S. Wise of the Free Synagogue will conduct the services and Philip Murray, national president of the Congress of Industrial Organizations, and Jacob S. Potofsky, general secretary-treasurer of the Amalgamated, will deliver eulogies.

Procession to Pass Center

At the close of the ceremony a procession of two hundred fifty automobiles will accompany the funeral car down Seventh avenue to Forty-fourth street where it will turn down Broadway to Twenty-third street. The procession will pass down Fifth avenue to Fourteenth street through the heart of the New York clothing manufacturing district.

It will swing east to Union Square where the Amalgamated has national offices at No. 15, after which it will proceed west on Fifteenth street past the Amalgamated Joint Board Building at No. 31 West. The motorcade will then go by way of the West Side Highway to Hastings, N. Y., where Mr. Hillman will be buried at Westchester Hills Cemetery.

While plans for the funeral were being completed, thousands of messages of condolence continued to pour in on Mr. Hillman's family. Many came from union associates in Europe, Asia and even Africa, who had grown to revere Mr. Hillman in his capacity as an executive of the World Federation of Trade Unions. Leaders in the nation's diplomatic and financial life joined with East Side garment workers in paying homage to the man who had once languished in a Czarist prison as a punishment for his political idealism.

7,000 at Carnegie Hall

Shortly after noon yesterday Mr. Hillman's body was moved from the Riverside Memorial Chapel to Carnegie Hall where it rested in state the remainder of the day. Seven thousand persons, including Mayor O'Dwyer who was accompanied by License Commissioner Benjamin Fielding and Magistrate J. Roland Sala, viewed the body up to 7 P.M.

A large blanket of roses, mountain flowers and smilax surmounted the solid bronze casket, which had an American flag and an Amalgamated banner standing at either end. Five hundred floral offerings from friends and associates in all parts of the country were mounted in the hall.

The body will be on public view from 2 A.M. today until 10:30 A.M. at which time the hall will be closed until the services. Admission to the funeral will be by ticket only, beginning at 11:30. The service will be broadcast over Station WMCA.

Mr. Hillman's daughter, Mrs. Philoine Fried, whose husband is labor attaché at the United States Embassy in Paris, is flying from France to attend the services, and the starting hour may be delayed slightly to permit her to arrive in time, a member of the arrangements committee said. Parking space between Broadway and the Avenue of the Americas and between Fifty-sixth and Fifty-ninth streets will be reserved for automobiles in the motorcade, the spokesman added.

—New York Times

The Funeral Story. When a collection is made of outstanding newspaper stories of history, there will be included more than one account of a funeral. The story of the burial of the unknown soldier by

Kirke L. Simpson of the Associated Press has become a classic, as have stories of the funerals of most of the presidents of the United States. The following is a straight-forward account of an important funeral:

The rank and file of organized labor by the tens of thousands paid a last tribute yesterday to Sidney Hillman, the immigrant boy who became a powerful labor and political figure.

Twenty thousand thronged the streets about Carnegie Hall, where 3,000 persons, headed by Secretary of Commerce Henry A. Wallace, representing President Truman; Mayor O'Dwyer and Philip Murray, president of the Congress of Industrial Organizations, attended funeral services for Mr. Hillman who died Wednesday at the age of 59.

Other crowds packed the sidewalks in the women's garment, the fur and the men's clothing manufacturing sections and in Harlem as his funeral procession of 300 automobiles passed by on the way to Westchester Hills Cemetery in Mount Hope, where his body was laid to rest on a steep hillside.

The outpouring was a demonstration of tribute by the thousands who followed Mr. Hillman as president of the Amalgamated Clothing Workers of America, as a leader in the CIO and as head of the CIO Political Action Committee and a key figure in the American Labor party.

35,000 File Past Coffin

Before the funeral service Mr. Hillman's body rested in state at Carnegie Hall. Between 7 A.M. when the doors were opened, and 10:30 when the hall was cleared for the services, 5,000 persons filed past his bronze coffin on the flower-banked stage.

At 11 A.M. the doors were opened again for mourners admitted by card. Invitations were sent to national, local and shop officials of CIO and American Federation of Labor unions and of political organizations with which Mr. Hillman had been identified. The hall was filled by 11:45 A.M. and thereafter only a few persons were admitted to search for seats in the upper balcony.

In the seats were many political figures of the state and nation, including besides Mr. Wallace and Mr. O'Dwyer, Fiorello H. LaGuardia, director general of the United Nations Relief and Rehabilitation Administration; James A. Farley, former Democratic national chairman, and Carl Sherman, treasurer of the State Democratic Committee, representing that body.

There were also many national CIO leaders, and some from the AFL. In this group besides Mr. Murray, were James Carey, secretary of the CIO; John Green, for the shipbuilders union; Ben Gold, furriers; Emil Rieve, textile workers; Max Zaritsky, hatters; Joseph Curran, maritime workers; David McDonald, steelworkers, and Walter P. Reuther, automobile workers.

Shirt-Sleeved Workers Attend

But the vast majority were shirt-sleeved workers from the shops, stewards in their locals, who had fought behind Mr. Hillman to organize the men's clothing industry and to make labor an effective political force.

And in large numbers the employers in the men's clothing trade were represented to honor Mr. Hillman for his work in organizing the industry and in setting up a pattern for conciliation of labor disputes within it.

Floral offerings continued to arrive until the services began. They filled the stage, overflowed into the wings of the dress circle and then were placed in back of the orchestra pit. Members of the arrangements committee counted more than a thousand pieces.

The coffin, flanked by an honor guard of four officials of the clothing workers union, was closed at 12:22 P.M. and a blanket of red roses draped over it. Then there was a hushed silence. At 12:25 the hall, except for the stage, was darkened and members of Mr. Hillman's family filed in to take seats in the first row of the orchestra while the assemblage of mourners stood in respect.

Dr. Wise Conducts Service

At 12:30 the Rev. Dr. Stephen S. Wise, rabbi of the Free Synagogue, who conducted the services, and Mr. Murray and Jacob S. Potofsky, secretary-treasurer of the clothing workers union, walked on the stage. Rabbi Wise opened the service with a scripture reading.

Mr. Potofsky, speaking with deep emotion, praised Mr. Hillman not only as the leader of the clothing workers, but as a leader of the country, "the unflinching champion of working men and women everywhere." Recounting how Mr. Hillman had welded the union into an instrument of 350,000 workers, he paid tribute to his leadership in the World Federation of Trade Unions and in the PAC.

Mr. Murray said:

"Sidney Hillman stands out in the life of America as a great man, a God-fearing man, a great American. He helped the common people. Indeed, I cherish the memory of association with him because he struggled and fought and sacrificed to help others. Never have I met a man so much imbued with the spirit of the love of others.

"He was a crusader for justice, a fighter for the principles that all true Americans live for, a fighter to eliminate prejudice, bigotry and hatred, a fighter in the cause of God and man."

Dr. Wise pointed out that Mr. Hillman's was an American career.

"He brought something new and strange into the arena of long-time industrial conflict, which unflinchingly demanded protection for the workers and at the same time wisely constructed cooperation, comprehending with deep insight the problems of those whom he and organized labor challenged," Dr. Wise said.

Saying that his activities were dominated by a spirit of conciliation, Dr. Wise praised Mr. Hillman as a labor statesman. "America gave him much," he said, "and he gave America all of a great creative life dedicated to the hopes and ideals of democracy."

Funeral Lament Is Sung

At the conclusion of the eulogies Richard Tucker, cantor of the Brooklyn Jewish center and a Metropolitan Opera singer, sang "El Moley Rachmin" ("The Lord Is Full of Mercy"), a funeral lament. Then, while the organ played softly, Dr. Wise stood with his hand touching the coffin and prayed: "God gave thee; God summoned thee; the name of God be blessed for ever and ever more. Amen. Amen."

During the services, Alexander Richardson, organist of the Free Synagogue, played selections from Beethoven's Third Symphony, "Eroica," Bach's aria and melody, Grieg's "Ase's Death" and Chopin's "Prelude in C Minor."

The services ended at 1 P.M. but it was 1:30 before the hall was emptied and the cars in the funeral procession loaded and ready. The procession went down Seventh

avenue, where the sidewalks and the square about Father Duffy's statue were crowded.

Below Thirty-seventh street, the women's garment manufacturing section, and center of the Right Wing, the sidewalks were jammed as labor forgot its differences and honored a man who had often been associated with the Right Wing in former years. Equally crowded was the furrier's section below Twenty-eighth street.

At Twenty-third street the procession crossed to Fifth avenue to go through the men's clothing manufacturing section. Here, although all organized shops were closed in a day of mourning ordered by the union, the sidewalks were also packed. Shop windows were draped with purple and black mourning crêpe and many displayed flags at half-staff at the suggestion of the employers' association.

The long line of cars cut through Sixteenth street to Union Square to pass the national and local headquarters of the union and its bank, then it proceeded up Eighth avenue, through Harlem. Here again the sidewalks were crowded as thousands paid tribute to the man who had led the campaign to end racial discrimination in employment.

1,500 Police Handle Procession

The throngs were silent and orderly, their members watching the long line of cars go by in respectful tribute. Rushed through traffic by a force of 1,500 policemen, supervised by Police Commissioner Arthur W. Wallander, the procession reached the cemetery at 3:20 P.M.

There, under a canopy, while Mrs. Hillman and members of the family and Mayor O'Dwyer and Mr. Murray looked on, Rabbi Wise recited the Kaddish, the traditional prayer for the dead. One thousand persons, most of them associates of Mr. Hillman in the labor movement, attended the burial rites.

Mrs. Bessie Hillman, widow of the union leader, supported on either side and overcome with grief, was the first to leave. Friends of Mr. Hillman lingered at the graveside until 4 P.M. reminiscing of the industrial and political struggles in which they had been associated.

One of Mr. Hillman's daughters, Mrs. Milton Fried, wife of an attaché of the United States Embassy in Paris, missed the service. Her plane from Paris was grounded in Newfoundland and she had to transfer to another, which only reached LaGuardia Field at 2:55 P.M. A police car rushed her to the cemetery.

Telegrams and cablegrams of condolence continued to come into union headquarters. Many unions observed five minutes of silence at noon as a mark of respect.

—New York Times

Follow-Ups. A number of other stories may grow out of that of a death. Virtually everyone who is worthy of an obituary has held some position which will have to be filled. Before a speaker of the house is buried, newspapers print stories speculating as to who will be his successor. Frequently there are changes in business organizations after the death of an executive. A smart editor reads the account of a man's death and notes the organizations, business, fraternal and otherwise, in which he held an office, and assigns reporters to learn how the man's place will be filled in each case.

The following story appeared in the *New York Times* the day of Sidney Hillman's death in addition to the obituary proper.

By Warren Moscow

The death of Sidney Hillman makes more difficult the maintenance for 1946 of the uneasy political alliance between the regular Democratic party organization and the Congress of Industrial Organizations, the American Labor party and other liberal or leftist groups. This alliance started under the leadership of Franklin D. Roosevelt and rose to its heights with the nomination of Harry S. Truman for vice president, after, as legend has it, the Democratic bosses "cleared it with Sidney."

Mr. Hillman was the balance-wheel, keeping in line the increasingly restive Communist minority in the CIO and its group in the ALP, as well as others who were demanding political action independent of the Democratic party. He decreed last spring that there should be no third party movement in 1946 and the others grudgingly assented.

An immediate result of his death undoubtedly will be a movement by the extreme leftists, or Communists, to bring up the issue anew. In New York state, at least, they probably will be unsuccessful, and the Hillman policies will be maintained for this year.

That was the immediate reaction yesterday of leaders of influence in the CIO and ALP, and, so far as the state is concerned, it means that if the Democrats nominate a state ticket headed by James M. Mead for governor and Herbert H. Lehman for senator, it will have CIO and ALP support. In no other state is the CIO represented, as it is in New York, on the ballot by a legal political party, so that the problem therefore does not come to a head nationally with the immediacy that it does in New York.

Murray to Pick CIO-PAC Head

Mr. Hillman's successor as National Chairman of the CIO-PAC will be chosen in Washington next week at a meeting of the executive committee, which had been scheduled for routine business, prior to Mr. Hillman's death. Philip Murray, president of the CIO, undoubtedly will pick Mr. Hillman's successor in the national set-up, someone like Van A. Bittner, R. J. Thomas, or any one of a half dozen union executives who are members of the PAC board. The choice will be Mr. Murray's, it was predicted.

Mr. Murray himself is further away from the Truman administration and has been harsher in his criticism of it than Mr. Hillman ever was, and in this respect alone the alliance becomes harder to maintain. What effect it will have on the possible presidential ambitions of Henry A. Wallace is uncertain at present.

In New York state, one effect is to end the situation for the ALP and the CIO that made the two identical because their chairman was the same man, Mr. Hillman. Now, there is no possibility that the man who heads the national PAC will also be New York state chairman of the ALP. While the state leaders of the party were too shaken yesterday by the unexpectedness of Mr. Hillman's death to discuss the matter, it was believed by those who would talk that someone close to Mr. Hillman would be elected, so that the form of the alliance would be maintained as much as possible.

The election of a new state chairman probably would await the election of the new state committee at the primaries. Mr. Hillman would have been up for reelection at the committee meeting within a short time after the primaries.

The influence of Vito Marcantonio (New York county chairman of the party) would be expected to increase, but there was no sign that Mr. Marcantonio was prepared to kick over the applecart and scrap the alliance with the Democrats. He was prepared to nominate five Democrats for Congress from Manhattan out of seven, the other nominations going to Joseph Clark Baldwin, Republican, and Eugene P. Connolly, laborite, who is also running in the Democratic primary in the Washington Heights district, and there is no change in that situation.

Dissident Voices in Brooklyn

However, in Brooklyn, where the ALP was prepared to nominate a large number of incumbent Democrats, dissident voices were heard, and there was talk that independent political action—a third party—might as well be begun this year as in 1948.

The left-wing groups seeking a change are pressing the argument that the Democrats in the state have given up hope of the November election insofar as defeating Governor Dewey is concerned, and that there is no point in maintaining the alliance between the restive groups when not even political victory can be obtained.

The death only a few days before of Frank V. Kelly, Kings' county leader and one of the Democratic organization leaders with whom Mr. Hillman was able to work, is offered as another reason why the labor movement should strike out on its own. However, this argument seemed unlikely to prevail for the present. The CIO and ALP leadership is anxious to defeat Mr. Dewey, to remove any possibility of his being a presidential candidate in 1948, and it will strive to maintain the alliance for that purpose, if no other . . .

The court house reporter watches for the filing of wills and follows carefully each legal step up to and including the final settlement and discharge.

Memorial services may be held weeks or months after a person's death, schools and clubs may be named for him, monuments and tablets erected to his memory.

The Obituary Blank. The obituary may seem an important assignment, yet it is one of the first that a cub reporter receives. He is as likely to be sent out to gather facts about a death as to frequent a railroad station or hotel in quest of brevities. This is because few obituaries approach in importance those given as examples in this chapter, and because the elements of all stories of death are similar.

Most newspapers have an obituary blank for reporters who gather facts about deaths. These printed forms also are given to undertakers who cooperate in obtaining information for newspapers. A sample blank follows:

OBITUARY REPORT

Full name.....
 Residence.....
 Place of death..... Time.....
 Cause of death.....
 Duration of illness.....
 Present at death bed.....
 Circumstances of death.....
 Date of birth..... Place.....
 Surviving relatives: Wife or husband.....
 Parents..... Address.....
 Brothers..... Address.....
 Address.....
 and.....
 Sisters..... Address.....
 Address.....
 Children..... Address.....
 Address.....
 Address.....
 Date of marriage..... Place.....
 Came to this country..... Naturalized.....
 Residence here since.....
 Previous residence and duration.....
 Last occupation.....
 Previous occupations.....
 Education, with degrees and dates.....
 Fraternal orders, clubs, etc.....
 Distinguished service, fraternal, educational, industrial, political, etc.....
 Church affiliations.....
 War record: division, war.....
 When discharged..... Rank.....
 Honors.....
 Time of funeral..... Place.....
 Who will officiate.....
 Organizations to attend in a body.....
 Body will lie in state: When..... Where.....
 Active pallbearers.....
 Honorary pallbearers.....
 Music.....
 Burial place.....

Prominent floral pieces.....	
Attending from away.....	
Additional information.....	
.....	
.....	
.....	

No blank can include every question which a reporter may want answered, and so it is better not to rely entirely upon an undertaker but to interview the nearest living relative.

If he relies upon another to obtain his facts for him, the reporter may miss the feature of his story, especially if death resulted from violence or an accident. Possible features not suggested by the questions on the blank include: failure of a close relative to reach the bedside in time, a letter written by the dead person containing instructions for his own funeral, the last words of the deceased, some request made shortly before death, any coincidence in the date, place or manner of death and some other event in the history of the individual or his family, etc.

Language and Style. The language of the obituary should be simple and dignified. The verb "to die" is the safest to use. No religious group can take offense at it but can interpret it to suit its own tenets. "Passed away," "passed on," "called home," "the great beyond," "gone to his reward," "the angel of death," "the grim reaper," "departed this life" and similar expressions should be avoided. Also, let it be repeated, attempts at "fine" writing may be only maudlin.

SUICIDES

In covering a suicide the reporter seeks the same information about a man's career, funeral arrangements, when the body will lie in state, etc., as in the case of an ordinary obituary. Elements peculiar to the suicide story, however, include:

1. The motive
2. The method
3. The probable circumstances leading up to the act
4. The coroner's inquest

The Motive. A person who commits suicide usually is despondent because of financial difficulties, ill health, marital unhappiness, a mental

disorder or a philosophic attitude of discouragement toward life in general.

If the person does not leave a letter explaining his motive, the reporter must investigate whichever motives seem most probable. A man's banker or doctor, his business associates and his friends and relatives should be interviewed. The reporters should ask if the person made any previous attempts at suicide, if he ever mentioned suicide, if he appeared to be in good health recently, especially the day before he took his life. How did he take leave of his family and friends? Was there anything at all suspicious about his actions or remarks recently? If he had not consulted a physician recently, others who knew him can pass judgment upon his state of health. His appetite, sleep, recreation, hours of work, etc. may have been affected noticeably.

When there is no apparent motive, the news writer should say so and should quote those whom he has interviewed to that effect. He should not attempt to concoct a motive and must be particularly careful not to ascribe a suicidal motive when none was present. Legally no suicide is a suicide until so called by a coroner's jury. If there is a doubt, the account of death should be qualified by a statement as, "thought to be suicide."

Even when the suicidal motive is present beyond a doubt, some newspapers hesitate to use the word. The editor of a paper in a small community may attempt to protect the feelings of surviving relatives by covering up the suicidal intent. Seldom is such an attempt successful, as an unprejudiced statement of the facts surrounding death indicates either suicide or murder. Only by deliberate fabrication is it possible really to "protect" the widow and other survivors.

It is doubtful, furthermore, whether the paper does as much good as harm in "hushing up" a suicide story. Anyone who knew the dead person will become acquainted with the facts anyway, and if he encounters an effort to deceive him as to what actually happened, he conjectures. The rumors which circulate as to the motive of a suicide usually are much more damaging to a person's reputation than the simple truth would have been. A frank newspaper account puts an end to rumors.

The Method. The method by which suicide was accomplished usually is obvious. A newspaper should not dramatize the means of a suicide or print a story that might encourage another to take his life. A poison used for suicidal purpose should not be mentioned by name, and if suicide by any other method is prevalent, newspapers should cooperate with authorities by omitting the method.

The coroner or physician summoned to examine the body can esti-

mate the length of time the person has been dead. Members of the family and friends can provide clues as to what actions preceded the accomplishment of the act. The reporter should try to find the person who last saw the deceased alive.

The following is a well-written story of a suicide:

Elmer Larsen, 39th ward Republican organization candidate for alderman in tomorrow's elections, shot himself to death shortly before 2:30 p.m. yesterday in his bedroom at his home at 5143 N. Kildare av.

Larsen's wife, Grace, heard one shot and ran to find the 58-year-old candidate lying in his bed with blood streaming from a wound in his chest. She went to a bathroom for first aid equipment and then heard three more shots. She did not return to the bedroom but telephoned her husband's nephew, Dr. Lars Andrew Dolan, of 1608 Milwaukee av.

Shots Entered Chest

Dolan found Larsen dead, clad only in a pair of shorts, with a .38 caliber revolver still clutched in his hand. All four shots had entered his chest.

On a desk nearby lay a penciled note in Larsen's handwriting stating that his nerves were "gone," that he was "all mixed up," and that a political candidate never knows "who are your real friends."

Larsen's suicide came as he faced a run-off election tomorrow against Ald. H. L. Brody, Democratic incumbent in the 39th ward and brother of the Cook County coroner, A. L. Brodie.

Wife Tells of Mate's Feelings

Larsen's wife told Lt. Thomas P. Brennan of the Albany Park Police that her husband had confided to her in December that he was "sorry he ever had become involved in politics" and that he felt like doing away with himself. The candidate's nerves had permitted him to sleep very little in the last two weeks, she said.

After a preliminary examination of the body last night, Coroner Brodie reported that there were powder burns on the second and third fingers of Larsen's left hand, indicating that he had wielded the weapon left-handed.

All four bullets missed Larsen's heart but penetrated his lungs, the coroner said. He said there were powder burns about the wounds, showing that Larsen pressed the revolver close to his chest before firing.

A paraffin test of Larsen's fingers was made by police, who said the results would be announced today.

Larsen's suicide note was scribbled on two small sheets of paper. It said:

"All of the campaign funds are still intact except what I spent. Other funds collected I don't know how they were spent. Jim Davis (James A. Davis, secretary of the G.O.P. 39th ward regular Republican organization) should know.

'Mixed Up,' Note Says

"Who are your friends? Some say that they are. Others pretend to be. Thanks to all my real friends. I haven't been right. All mixed up. For several months my nerves are gone.

"This gun is not registered. It was bought from a neighbor, Johnny Beller, who got it from a friend in Dolton, Ill."

Questioned by police at his home at 4634 Warwick av., Davis, a state revenue department employe, said Larsen had suffered from an "acute case of jitters" throughout his campaign.

Took Trip West

He said Larsen had taken a trip to California to recover following the primary elections Feb. 25 but that he had suffered an attack of flu and returned more nervous than ever.

Mrs. Amelia Beller, 5137 North Kildare av., the mother of the John Beller referred to in the candidate's note, told police her son gave the revolver to Larsen two years ago in exchange for a kit of tools.

Nervous At Last Meeting

Police were told that Larsen had wound up his campaign for alderman yesterday morning by addressing a final meeting of precinct captains in the G.O.P. 39th ward headquarters at 3925 Irving Park rd. The candidate was so perceptibly nervous at this meeting that Raymond Peacock, the ward committeeman, was reported to have instructed him to "go home and get a good rest."

In reference to Larsen's concern about his campaign funds, Peacock said the funds were intact and in perfect order.

In State Job 5 Years

Larsen, who had worked variously as advertising agent, a manufacturer of picture frames and as a federal receiver's assistant, but had been employed since 1942 in Gov. Green's state department of revenue.

His body was taken to the John M. Pederson & Sons funeral home, 4348 Fullerton av., where an inquest will be held at 10 a.m. today.

A native of Chicago, Larsen was educated in the Chicago schools. He had been a resident of the Northwest side for 45 years and had lived at the Kildare av. address for 24 years.

Worked to Aid Orphans

Active in Norwegian-American groups, he was a former president of the Friday Club working for establishment of an orphans' home in Edison Park. He was a member of the Mayfair Improvement Association and the Mayfair Garden Club.

He served in the Army's 27th Infantry division in Siberia during World War I and was a member of the Veterans of Foreign Wars' Robert Faunt Post 3546 and of the American Expeditionary Force's Siberia Association.

The Larsens had no children.

—Chicago Sun

The following leads to short stories of suicides illustrate how the motive or circumstances of a suicide or attempted suicide may be played up more dramatically:

A patient leaped to his death from a third-floor window at Municipal hospital yesterday as an intern fought to save him.

The patient, Chester Layman, 53, 428 Lawrence avenue, was in the hospital recovering from an earlier suicide attempt. He was an electrical appliance dealer with offices at 360 Main street.

After a gay all-night drinking party, Miss Waida Simone, 26, 107 E. First avenue, attempted to end her life early today by taking poison in the vestibule of an apart-

ment building at 705 Malden street, according to the report of Uptown police. Oscar Benesch and Alta Scott, who live in the apartment building, found her unconscious. She was taken to Municipal hospital.

Less than 24 hours after he was sued for divorce, Hugo R. Miner slashed his wrists with a razor blade yesterday in his room at a downtown hotel. He was taken to Municipal hospital, where he died within a half hour.

Inquests. The coroner, a county official, whose duty it is to investigate cases of unusual death, usually orders an inquest into a case believed to be suicide. Sometimes this is delayed until an autopsy is performed on the body and until circumstances of the death are fully determined.

The coroner's jury may determine the motive as well as the manner of death. If in doubt, it returns an open verdict. In the following leads to stories of inquests different phases are played up:

The coroner's office today was asked to investigate the sudden death of Violet Rather, 4, daughter of John Rather, who died early today in her home, 756 N. Boyle street. The girl had suffered a head injury from a fall last week, but was convalescing until today when she lapsed into a series of convulsions and died.

An inquest was opened today into the death of Jacob Krause, 27 years old, 1401 Racine street, who was smothered yesterday in a sand slide at the General Service corporation yard, 127 S. Weir avenue.

The death of beautiful Frieda Belle Pease early Tuesday morning officially was recorded as a suicide after an inquest.

The post-deb's husband said she killed herself after a dispute over her action in discharging a maid servant. The maid's discharge was recommended, he told police, by the family's colored man servant, who had been with them four years, barring an interlude in San Quentin.

His love for a second wife he married bigamously caused Edwin Tobin, 32, to kill himself, a coroner's jury decided today.

CHAPTER XIX

ACCIDENTS; DISASTERS

By Bob Sibley

"Hey, Maguire! There's a four-alarm fire down in Western avenue and it's getting late for the story. Did you call up somebody on television to see what it looks like?"

"Well, I just tried to get a drug store on the corner there, but I didn't get a look-in. They didn't answer."

"Too bad. I hate to waste a reporter's time when we can do so well on the 'vision, but you'd better send someone."

"I did, boss; Kane called in and I told him to get going on it 15 minutes ago . . . here he is now on Mirror 24. . . . Hello, Kane! What in the world happened to you? You look like a drowned rat in that Mirror."

"Hello, Maguire; of course I do. A hose line just broke right next to me while I was starting to look for a television booth. Say, this is quite a fire; one dead and half a dozen hurt; apartment house, stores and warehouse."

"All right, Kane. I'll handle it while somebody throws a head together. Can you put the pictures on the wire first?"

"Oh, a couple, I guess; it's late, isn't it?"

"Sure, but we've got a few minutes; time enough."

"All right, put Joe on with a camera.

. . . Step into the booth, you. . . . Hey, Joe! Can you see this cop here? Camera all set? Shoot! Don't grin at the office camera, you idiot! Hold it a minute. This is Officer Philmore O'Brien of Precinct 14, Maguire. He discovered the fire. A little too late to help much, but never mind that. You can say he's badly affected by smoke from warning occupants of the apartments . . . barely escaped with his own life. Beat it, Phil.

"Next! Step right in. Can you see, Joe? This guy here with his arm in a sling is Wallace Jones, who jumped into a net from the fourth floor . . . how's he look in your mirror, Joe? Hold it . . . shoot. . . . He bounced right into the net and bounced right out again . . . thanks, Wallace.

"I'll hold up this snapshot for you, Joe. See? This is Mrs. Fannie Fresco, who died from smoke and gas trying to save the family canary . . . suffocated . . . first floor back . . . hurry up, there's three other guys waiting for this picture.

"Say, Maguire, give the damage about a million, tons of water, brave fire ladders, threatened the district, tied up traffic, and now when I find a 'vision near the window I'll fix it up for Joe to make a picture of the blaze if you still want it."

—Editor and Publisher

CHAPTER OUTLINE

- I. First Stories
 - 1. Elements of Interest
 - 2. Picking the Feature
 - 3. Precautions
- II. Side Features
 - 1. First Person Accounts
 - 2. Eye Witnesses
 - 3. Anecdotes
 - 4. Localization
- III. Follow-Up Stories
 - 1. Late Details
 - 2. Descriptions
 - 3. Seeking Causes
 - 4. "Locking the Barn Door"
 - 5. Crusading

PART OF THE PRICE WHICH modern man pays for the benefits of a highly industrialized society is the danger he runs of sudden, violent injury or death. Automobile accidents result annually in about 40,000 deaths and many times that number of injuries. Wrecks of common carriers—railroads, street cars, buses, airplanes, airships, boats, etc.—are fewer but are more destructive than in the days of slower speed and less delicate mechanics. Homes, public buildings, industrial plants, mines, etc. are better protected against fire and explosions, but an undetected minor flaw may result in a catastrophe without warning. Because of lack of foresight on the part of our grandfathers we who live in the United States today are facing a national crisis as to how to control floods, dust storms and soil erosion which cause tremendous losses of life and property and, some say, are turning our country into a desert. Other "acts of God," such as hurricanes, tornadoes, earthquakes, cyclones, etc. continue to occur with their same frequency, and man has not yet learned how to protect himself adequately against them.

FIRST STORIES

Elements of Interest. Although they differ from each other by types and although no two disasters of any kind are alike from the standpoint of news interest, news events pertaining to loss of life and property have in common numerous aspects which a reporter must bear in mind. Among the possible angles which no reporter can overlook are the following:

- 1. Casualties (dead and injured)
 - (a) Number killed and injured
 - (b) Number who escaped
 - (c) Nature of injuries and how received
 - (d) Care given injured
 - (e) Disposition made of the dead

- (f) Prominence of anyone who was killed, injured or who escaped
- (g) How escape was handicapped or cut off
- 2. Property damage
 - (a) Estimated loss in value
 - (b) Description (kind of building, etc.)
 - (c) Importance of property (historical significance, etc.)
 - (d) Other property threatened
 - (e) Insurance protection
 - (f) Previous disasters in vicinity
- 3. Cause of disaster
 - (a) Testimony of participants
 - (b) Testimony of witnesses
 - (c) Testimony of others: fire chief, property owner, relief workers, etc.
 - (d) How was accident discovered?
 - (e) Who sounded alarm or summoned aid?
 - (f) Previous intimation of danger: ship or building condemned, etc.
- 4. Rescue and relief work
 - (a) Number engaged in rescue work, fire fighting, etc.
 - (b) Are any prominent persons among the relief workers?
 - (c) Equipment used: number of water lines, chemicals, etc.
 - (d) Handicaps: wind, inadequate water supply or pressure, etc.
 - (e) Care of destitute and homeless
 - (f) How disaster was prevented from spreading: adjacent buildings soaked, counter forest fire, etc.
 - (g) How much property was saved? How?
 - (h) Heroism in rescue work
- 5. Description
 - (a) Spread of fire, flood, hurricane, etc.
 - (b) Blasts and explosions
 - (c) Attempts at escape and rescue
 - (d) Duration
 - (e) Collapsing walls, etc.
 - (f) Extent and color of flames
- 6. Accompanying incidents
 - (a) Spectators: number and attitude, how controlled, etc.
 - (b) Unusual happenings: room or article untouched, etc.
 - (c) Anxiety of relatives
- 7. Legal action as result
 - (a) Inquests, post mortems, autopsies
 - (b) Search for incendiary, hit and run driver, etc.
 - (c) Protest of insurance company
 - (d) Negligence of fire fighters, police, etc.
 - (e) Investigation of cause

In all stories of disaster there is human interest. In most of them, there also are suspense and a recognition of combat between man and the elements. Disaster stories, furthermore, are action stories and contain considerable details as to exactly what happened. If these details are not present in chronological order, they at least are so arranged as to leave no doubt in the reader's mind regarding the sequence of the most important of them.

Few other types of stories offer the writer greater opportunity for descriptive writing. Although major disaster stories are illustrated, the writer does not rely upon a photograph to do the work of 1,000 or even 100 or ten words.

Picking the Feature. No formula for writing a disaster story—or any other type of story for that matter—should be accepted as absolute. In general, however, the lead of the disaster story should follow the orthodox rule of playing up the 5 *w*'s, giving identification and authority, and playing up the feature. Any one of the elements listed may be the feature of the story at hand. Regardless of what is played up, however, the occasion must be identified in the lead by the amount of loss, either in lives or property. The reader judges the importance of the disaster by the size of the casualty list or the number of digits after the dollar sign. When the casualty list or inventory of property is long, it is impossible to be specific in the lead. Names, however, must be high in the story. If their number is not prohibitive, they should come immediately after the lead; otherwise they should be included in a box either within or next to the story proper. If included in the story itself, they should be followed by explanations as to how each casualty or item of damage occurred, as:

The wife and mother of Earl Slagell of St. John, Mich., were killed yesterday and he, a son and daughter were critically injured when his automobile crashed head-on into another car on U.S. 20 near Michigan City, Ind.

The dead are Slagell's mother, Barbara, 55, of Ithaca, Mich., and his wife, Viola, 35.

His injured children are Loretta Mae, 4, and Richard, 9. Occupants of the other machine, Mr. and Mrs. Leo Knueven of Midlothian, also suffered critical injuries.

All the injured were unconscious when taken to St. Anthony's and the Clinic hospitals in Michigan City, and doctors expressed the fear that some of them would not survive.

According to Indiana State Police, Slagell, driving west on Route 20, unaccountably swerved into one of the eastbound lanes, striking Knueven's machine. Both automobiles were demolished.

—Chicago Sun

In the following examples different elements are emphasized:

CASUALTIES

Sixty persons, many of them returning from their holiday weekend, were injured at midnight when a streamlined Route 53 trolley was rammed by another streamliner at 13th st. and Erie av.

With both cars jammed to capacity, the collision catapulted passengers from their seats, wrenching backs, twisting legs and turning both trolleys into scenes of confusion and terror.

Women and children began screaming for help and motorists stopped their cars to help the injured to the street. The 60 persons hurt were lined up on the curb, or on nearby lawns to await transportation to Temple University Hospital by the 20 red cars mobilized from four police districts . . .

—Philadelphia *Bulletin*

DAMAGE

(Note the description and the comprehensive summary.)

A 60-mile-an-hour gale that roared in from the ocean hammered the coast from New York to North Carolina early yesterday, stranding several vessels, tossing small pleasure boats about like chips, pounding jetties, piers and boardwalks into twisted wreckage and sweeping three New York pilots to death in the surf off Long Branch, N. J.

The storm lashed the city and Long Island communities and some damage was reported, but the Jersey coast was most severely hit. The northeast wind piled up huge seas that raked the shore resorts, washing tons of sand from the beaches, undermining cottages, snapping off telegraph poles and flooding streets.

HEROISM, MARTYRDOM

The Rev. John R. Bartlett, 28, former Quincy high school track star, was dead today following a fire in a Stonington, Me. parsonage in which he gave his life in what may be a fruitless try to save his 16-months-old son, John.

The baby is dying of burns at the Blue Hills hospital in Ellsworth, Me.

The minister's widow, Mrs. Florence Morrison Bartlett, saved her life by leaping through a window to safety.

Mrs. Bartlett, nearly frantic with grief, told officials the minister had started a fire in the kitchen stove to warm some milk for the baby and that he had used kerosene to hurry the blaze.

—Boston *American*

ESCAPE

Choking with smoke, a frightened couple handed their 7-week-old daughter through a first-floor window to safety when a fire early today routed 25 residents of the three-story Roper apartments, 3542 the Paseo.

A war veteran living on the second floor lowered his wife through a window, then leaped 15 feet to safety. Another couple escaped down a ladder from their third-floor apartment. The fire, causing an estimated damage of \$5,000 to the building and contents, started in the basement through the careless handling of trash, according to the fire department.

—Kansas City *Star*

SUSPENSE; RESCUE

Madison, Wis.—Edward Hendricks, 30 year old Verona plumber, spent Wednesday evening and night in the bottom of a 25 foot well, buried under tons of shale and rock and dirt.

Hendricks was rescued from his predicament at 2:30 a.m. Thursday, suffering only cuts, bruises and exhaustion. Volunteer diggers, aided by power shovels, had worked desperately for about 10 hours. As many as 3,000 persons at times watched the rescue operations on the Wesley Gordon farm, three miles north of Verona and about eight miles southwest of here. One thousand were still there, cheering and whistling, when Hendricks was pulled to safety.

—Milwaukee Journal

CAUSE

New London, Mo., June 21.—(Special)—A war veteran's salute to his sweetheart upon completion of his flying course ended in tragedy today when his low flying plane dipped toward the ground and killed her as she waved gayly to him in warning against landing on a muddy farm field.

The girl, Betty Ann Lyng, 20, was caught by the plane's undercarriage and dragged to her death. An instant later the plane crashed, severely injuring the pilot, Howard (Red) Hampsmire, 22, of near by Hull, Ill.

Sits on Post

For half an hour before, Betty had been sitting on a fence post on her parent's farm a few miles south of here, happily watching her boy friend's plane in the air above her. Her father, Robert E. Lyng, was watching too.

Hampsmire, discharged from the army six months ago after serving with the 3rd army in Germany, had been taking a "G. I. plan" course for a private pilot's license at a Quincy, Ill. airport. He had completed the instruction and was on the eve of receiving his "wings." He flew over his girl's home in celebration and to share the thrill with her . . .

—Chicago Tribune

UNUSUAL CAUSE

Mokelumne Hill, Calif., July 18.—(Special)—The curiosity of a man and his son led to their death today in the explosion of an apparent bomb concealed in a suitcase they found in the street.

The victims were Richard Queirolo, 36, and David, 11. Queirolo's wife, Dora, and their nephew, Jack Queirolo, 20, were injured by the blast, which was heard six miles away.

Queirolo, David and Jack were sitting on a bench in front of the building housing the telephone exchange, postoffice, and a small circulating library in this Calaveras county village 50 miles southeast of Sacramento.

As the three sat resting in the sun, the elder Queirolo noticed a suitcase under a pepper tree across the street. He told his son to run over and get it.

Both Killed Instantly

"Shall I open it?" the boy called.

"No," the father replied. "Bring it over. I want to see what's in it, too."

The boy did as he was directed. As the older man opened the case to peer inside an explosion instantly killed both him and his son . . .

—Chicago Tribune

PROMINENT PERSON

Los Angeles, Calif.—Howard Hughes, multimillionaire movie-maker and plane builder, was injured critically late Sunday when his experimental plane crashed into three houses and a garage in Beverly Hills.

He was given a fighting chance to live. His collar bone and his nose were broken and he suffered a fracture of his skull and third degree burns on his hands.

Hughes was alone in the plane on a test hop. Called the XF-II, the plane was unofficially reported to be the fastest long range craft ever constructed.

—Milwaukee Journal

EXTENT OF DANGER

(Note: This was a roundup or comprehensive story based on numerous reports from different reporters.)

By The Associated Press

A titanic struggle to tame a great river approached a climax today as federal life-saving forces were mobilized for action in the deep south in the event the mighty Mississippi again conquers.

As incomplete figures indicated between 200 and 400 dead, 1,000,000 homeless and \$400,000,000 damage thus far in the nation's mightiest flood, the stricken Ohio river valley hoped the worst was past, struggled for its second breath and contemplated rehabilitation efforts.

While the Ohio showed signs of loosening its grip upon a wide area between Pittsburgh and Cairo, Ill., it became apparent the full story of the havoc will not be known for days.

Tension eased at Louisville as the river started to recede, although sickness was increasing, electricity was shut off, water rationed and sanitation problems increased hourly.

Louisville buried its dead in trenches. Mayor Neville Miller said there were 200 dead after the city's health officer admitted 130 bodies had been recovered.

The threat of disease lingered in Cincinnati, but there was hope and good cheer as rehabilitation efforts were begun.

The war department was advised its forces were ready on a moment's notice to evacuate by land and water residents of any areas threatened with inundation when the flood crest pours down the Mississippi next week. . . .

UNUSUAL FEATURE

Whether it was a political speech or some nationally-famous warbler that was on the radio last night, the program must have been an exceptional one.

While Abraham Vilas and Mrs. Vilas of 5822 Stuart street were listening to their loudspeaker the house almost burned down around them. The fire was discovered by the maid, who was asleep on the third floor.

When it was extinguished the damage was estimated at \$6,000.

The following full length article contains virtually all of the elements:

By Fletcher Wilson

Two persons were killed and more than 50 injured, three critically, when an explosion demolished a three-story brick building at the southwest corner of Van Buren and Wells sts. at 12:10 p.m. yesterday.

Two persons believed to have been in the building were reported missing last night.

An accumulation of illuminating gas in a restaurant was blamed for the explosion, but the exact cause had not been officially determined last night.

The blast, heard throughout the Loop and on the Near South Side, shook and damaged buildings within a half mile square area. Thousands of windows in nearby skyscrapers were broken and at least 100 plate glass store front windows were blown out.

Sidewalks were uprooted. Glass three inches deep littered streets. Merchandise flung out of display windows were scattered over the streets.

There were conflicting estimates on the amount of the damage, but Chief Ray Crane of the uniformed police said the "potential loss" was between \$10,000,000 and \$15,000,000, including damage to goods exposed to the elements through the smashing of windows. He placed the loss to windows alone at \$250,000.

Fire Commissioner Michael J. Corrigan estimated the damage more conservatively, at a possible \$1,000,000. He said "hundreds" would have been killed if the blast had occurred on a weekday.

The dead were:

Harry W. Koons, 61, of 2522 North Clinton st., Fort Wayne, Ind., a taxidermist.

Mrs. Koons, his wife, who died in St. Luke's Hospital after being carried unconscious from the scene.

Caretaker, Shopkeeper Missing

The two missing persons were a caretaker, name unknown, who was the only resident of the upper floors, and Louis Pappas, 57, proprietor of a candy and hamburger shop at 209 West Van Buren st.

Mrs. Pearl Pappas, 50, of 2734 Arthington st., told police that her husband, also known as Louis Brown, went to his shop at 10 a.m. yesterday. Although he customarily would have returned at 2 p.m., he had not come home last night.

Arrive Just Before Blast

Mr. and Mrs. Koons had registered at the Van Buren Hotel, 159 W. Van Buren st., at 11:45 a.m. yesterday and asked directions to the International Amphitheater, where a sports and travel show was being held. A hotel clerk, Harry Copeland, saw them walking west.

The dead man and the dying woman were taken from the elevated structure, where they had been blown from the street. Chunks of concrete sidewalk, one 20 feet long, were also hurled onto the "L" tracks.

28 Treated at Hospitals

Twenty-five of the injured were treated at St. Luke's Hospital and three at Henrotin Hospital. Others were given first aid on the scene and in the LaSalle Street Station.

Five were kept at St. Luke's. The three critically injured among them are Albert Ancello of 1140 S. Mozart st., who has a skull fracture; Hymen Golden of 300 S. Hamlin av., who was cut by glass from the waist up and suffered from shock, and Miss Frances Cissna of Tinley Park, who suffered a back injury.

The other two in the hospital are Ray Bigel of 9238 Brandon av. and Abe Gross of 5710 Bernard st.

Irving Meyerson of 5535 Kenmore av., remained hospitalized at Henrotin.

A two-story hole was caved in a six-story office building at 404 S. Wells st., just south of the tumbled building. Office equipment in other nearby buildings was shattered.

Area Usually Crowded

On weekdays, this section of the city is jammed with pedestrians moving to the LaSalle Street Station, the Chicago, Aurora, & Elgin Railroad Station and the banking and insurance districts. The area also is a wool and cotton goods wholesale center.

The destroyed building housed a restaurant, tavern, shoe repair shop, barber shop and candy store on the first floor, all fronting on Van Buren st. The two upper floors, formerly used as a rooming house, had been vacant in recent years.

Fire department investigators last night leaned to a theory that the explosion originated in the candy and hamburger shop where Pappas was getting ready for business today.

Jets of Gas Stove Open

A four-burner gas range, with the jets open, was found in the wreckage at that end of the building. The investigators said gas might have escaped from there and built up until it reached a pilot light. The shop had other gas-operated equipment.

The building was heated with gas radiators, which were lighted by striking a match. There was no heating equipment in the basement.

Mrs. Pappas first became alarmed when her husband did not telephone, as was his custom before leaving for home.

Building Sold Recently

The restaurant on the corner was operated by Bernard Prochep, of 506 Belden av. He said the restaurant, Bernie's Luncheonette, and the tavern next door had been closed since 2 a.m.

The building was sold Feb. 15 for \$70,000 by the Asquam Hotel Corp. to Irving Levin of 7032 Merrill av.

Firemen dug into the rubble until dark and then abandoned further search for bodies until today.

A next door office building on the west, across an alley on Van Buren st., had part of a first floor wall blown away and the interior damaged.

Windows in the Insurance Exchange Building, diagonally across the street, were shattered up to the 22nd floor. The Insurance Center Building at 330 S. Wells st., suffered similar damage.

Many in Building Shaken

Many persons were spending Sunday working in these buildings, mostly on income tax matters. They were shaken and some were injured.

Four persons were in a southbound Wells st. streetcar which had stopped on the north side of Van Buren st. The trolley windows were smashed and several of the passengers were cut and bruised.

Minor Blast Shakes Firemen

Several parked automobiles were blown apart.

While firemen worked in the debris, with the flames almost out, another mild explosion took place under their feet at 1:50 p.m.

The destroyed building extended 22 feet on Wells st. and 100 feet on Van Buren st. Fire Commissioner Corrigan said:

"I have never seen anything knocked so flat in all my years in the department."

Two Other Blasts Heard

Sgt. Marshal Pidgeon, head of the police bomb squad, said that a boy told of hearing two sharp blasts immediately, after the original explosion. This, Pidgeon said, strengthened belief that gas was to blame.

An inquest was called for 1 p.m. today at the County Morgue. Coroner A. L. Brodie and State's Attorney William J. Tuohy said the owner of the building and the operators of the businesses in it would be questioned.

Personal injuries were suffered as far away as the LaSalle Street Station, a half block away, where persons were knocked down. A man in a drug store a block away was swept from his stool at the soda fountain and thrown to the ground.

Food Flies from Tables

In a Thompson's Restaurant at 182 W. Van Buren st. food flew from tables as the blast caved in the plate glass windows.

Every available police patrol wagon and every Fire Department ambulance was rushed to the scene. More than 500 police were gathered from all districts in the city.

Police roped off the area and said that pedestrian traffic might not be permitted today except for those who work in the district. This was a precaution against possible looting of shops, including jewelry stores, where windows were damaged.

The blast did some damage to the elevated structure and tore apart a switching tower at Wells and Van Buren sts. Repairs were hastened. Late in the day trains were running on part of the tracks.

Trolley Traffic Resumed

Streetcar traffic was resumed in midafternoon.

The tavern at the site of the explosion was operated by Mrs. Edith Neilsen of 722 Roscoe st. It was named the Van Buffet.

The other shops in the building were a shoe store at 205 W. Van Buren st., operated by Joseph Ruggerio, a barber shop at 207 W. Van Buren st., operated by Frank D. Martino, and the candy store at 209 W. Van Buren st. —Chicago Sun

Precautions. The reporter must be careful not to assign blame in an automobile accident, the type of disaster story which he has most frequent occasion to write. Police reports are not adequate protection against libel in such a story as the following:

Disregarding a traffic signal and a policeman's whistle, Alex Winsor, 1421 Talcott street, crashed into an automobile driven by Miss Ruth Hazelhurst, 1191 W. Vilas court, at 11 o'clock this morning at Third and Hamilton streets.

The following is a much safer way:

Two automobiles, one driven by Miss Ruth Hazelhurst, 1191 W. Vilas court, and the other by Alex Winsor, 1421 Talcott street, collided at 11 o'clock this morning at Third and Hamilton streets. Neither driver was injured.

Some editors insist on the form, "The automobile driven by" or "the automobile in which the couple was riding," etc., instead of "his automobile" or "the couple's machine." This is a precaution against possible libel action when the driver or occupant of a car is not the owner. Other editors consider the precaution unnecessary.

Care must be exercised in using "crashed," "demolished," "destroyed" and other descriptive verbs. The reporter should study the definitions of such words to avoid misapplying them. The makes of automobiles should not be mentioned.

It must be remembered that to collide two bodies must be in motion. Thus, if a moving automobile hits one which is parked at the curbing, there is no collision; rather, the car in motion strikes the other.

In the attempt to make drivers more careful and thus reduce accidents, many newspapers print daily tables or charts to show the total number of accidents and casualties by comparison with the preceding year. Likewise, since a magazine campaign against automobile accidents a few years ago, newspapers have been more inclined to include frank details of such mishaps to emphasize their horror. Much more gruesome pictures also are being used than formerly.

In the belief that they are performing a public service as well as fostering both reader interest and friendship, some newspapers undisguisedly editorialize in accident stories, as:

The danger of bicycle riding on public streets again was illustrated about 7 p.m. yesterday when Harold, 13-year-old son of Mr. and Mrs. Emil J. Bornstein, 636 Cabany street, was seriously injured in the 1200 block of Chicksaw avenue. He was struck by an automobile driven by O. S. Patrick, 802 Lunt avenue.

SIDE FEATURES

Any one of the elements which go to make up a complete disaster story conceivably could be played up in a sidebar: acts of heroism, miraculous escapes, rescue and relief work, coincidences, etc. It is customary to use boxes or separate stories for long tabulations of casualties or damages and for lists of previous catastrophes of a similar nature. Examples of some of the other more commonly used side features follow.

First Person Accounts. While one reporter concentrates on pertinent statistics and general description, another seeks human interest and word-picture material.

By E. J. "Chick" Hosch

Atlanta, Dec. 7.—(AP)—I've covered train wrecks, coal mine explosions, an oil tanker afire at sea and other life-claiming catastrophes, but all of them together pale in comparison to the Winecoff Hotel fire here today.

Reaching the scene less than 45 minutes after the blaze was discovered, I turned the corner to see flames shooting from the fourth, fifth and sixth floors.

Dozens of guests, mostly women, lined the ledges above the flames. Improvised ropes of sheets and bedclothes dangled from many windows.

Body after body hurtled down through the chill pre-dawn darkness. Some landed in outstretched life nets, some struck the pavement with sickening thuds.

One woman's body struck a wire or rope, just above the marquee, spun crazily and momentarily the victim was suspended by the neck. She thrashed once and fell the remaining few feet.

From as high up as the 11th floor, some of the guests plummeted to their death in crazed fear. Another woman on the seventh floor clasped her hands as if in prayer, bowed her head for a moment and then fixed a stare skyward.

A young girl at the next window wriggled feet-first over the ledge and started down a sheet rope. Catlike, braced against the building, she began descending to an aerial ladder two floors below.

Suddenly she lost her footing and, dangling, her body swayed and slowly turned in the light of flames lapping at her feet. Then she hurtled groundward. Her body hit the marquee awning with a resounding smack.

Another body landed squarely on a fireman slowly descending a ladder with a woman victim. All three fell the several floors to the marquee. The women were killed and the fireman, Jack Burnham, gravely injured.

From the seventh floor a woman threw two children—a boy of about 7 and a girl of 4 or 5—and then plunged after them. Of the three, only the boy moved after they struck the sidewalk. He stirred once, pathetically, and lay still.

I made a dash for the hotel entrance, barely reaching it as a body plopped at my feet. Hearing that many guests were jumping from windows in the rear of the hotel, into an alley, I ran around the corner and started up the alley. My foot caught on something and I sprawled, sliding through the water.

Regaining my feet I saw an elderly man, mumbling incoherently while trying vainly to lift the body of a woman of about the same age. Other bodies were strewn along the alley—fully a dozen . . .

—Chicago Sun

Eye Witnesses. Similarly victims and spectators are asked to relate their stories. Usually they do so through the medium of a reporter who writes the story "as told to" him. On other occasions the witness' story is presented as an interview.

The reverberating echoes of a low-flying plane in the canyons of the financial district on a foggy night caused John Gunther, elderly guard at the Chase National Bank at Pine and Nassau Streets, to look up last night as he paced the street, almost alone. Two hours later he was still dazed as he said:

"Oh, I saw the whole thing. I'll never forget it. I'll never get it out of my eyes."

What he saw was an Army plane zoom across the brief patch of heaven visible to any one looking straight upward and smack into the upper reaches of the Bank of the Manhattan Building.

"No more than he hit the building, there was nothing but flame," Mr. Gunther said. "It showered down—it must have been burning gasoline—like rain on fire."

Could See Despite Fog

Mr. Gunther was perhaps a dozen paces from the front entrance of the Chase National Bank Building on Pine Street, which is down the block toward William Street from the rear of the struck building, which fronts on Wall Street.

"You know how it is," he said, "when a plane is low, you say to yourself, 'Where is this fellow flying to?' I looked up and I saw him. I saw it. I saw it hit. It was foggy, but not so foggy that I couldn't see clear to the top of the building.

"That's why I wondered later why he couldn't see the tower."

After the first shower of flaming droplets of gasoline, Mr. Gunther said there came a cascade of "everything"—chunks of plane, pieces of masonry—which hit the setbacks and bounced off in interrupted, ricocheting flight. He saw a fragment of what he later decided must be a piece of the fuselage hit a 12-floor parapet, balance precariously, and hang there.

Then he snapped out of his momentary paralysis and ducked into the entrance of his building. When the debris stopped raining down a few moments later, he ran back into the street toward what he thought was a body. It wasn't but on the way, he said, he found a red glove, "a sort of mitten" which he handed to a policeman who came running down the street.

Heard Screaming

"Right after it hit," Mr. Gunther recalled, "I heard women or a woman screaming. I think it must have been women working in the building. The screams didn't last long."

Dr. Gustav Bransmer, surgical resident at Beekman Hospital, said the crash was heard at the hospital, "seven or eight blocks away. We had no idea what had happened until the call came in." . . .

—New York *Herald Tribune*

Anecdotes. There always are freak occurrences, sometimes almost unbelievable, whenever horror strikes.

Atlanta, Dec. 7.—(AP)—Eight hours after firemen extinguished the last blazing embers of the Winecoff Hotel, a canary was found singing on the charred 14th floor.

The bird still was in its cage and apparently unharmed. The name of the bird's owner was not known.

George Schmidt, 48, a watchman, wishes now he never had said to a bellman in the Van Buren hotel, 159 W. Van Buren:

"Anything can happen in Chicago, even an atomic bomb."

Two hours later came the Loop's terrific explosion, and an hour after that police roused Schmidt from his bed in the hotel.

He finally convinced them his remark meant only that nothing would surprise him in Chicago, after Saturday night's heavy snowfall.

But it was mighty embarrassing, he said today.

—Chicago *Times*

Localization. When a major disaster, taking the lives of prominent persons, occurs anywhere in the world, newspapers in small communities where the celebrities had visited have an opportunity for a local feature. The following story, accompanied by a picture of Will Rogers on the visit referred to, is an excellent example of such localization:

By Max Karant
Aviation Editor

Evanstonians and other North Shore residents today were shocked at the news of the tragic deaths of Will Rogers, famed humorist and actor, and Wiley Post, widely-known aviator, not only because they had been entertained by the former and thrilled by the latter, but also because many residents of this section knew one or both of the pair personally.

Will Rogers visited the North Shore for a time in 1930 when he attended the National Air races at Curtiss-Reynolds airport, Glenview. The following year he went on a flight around South America with an Evanston airman, the late James Dickson.

Post and his mechanic, E. G. Mollenkopf, were temporary Evanstonians last summer while they were preparing the famous Winnie Mae at Curtiss-Reynolds airport at Glenview for a stratosphere flight. Post made several attempts in October and November of last year and finally decided to continue his high-flying at Bartlesville, Okla. His stratosphere attempts were sponsored by an Oklahoma oil magnate, Frank Phillips, and later by TWA, a transcontinental line. . . .

In 1931 Rogers accompanied the late Jimmy Dickson of Evanston on a flight around South America. Dickson had long been known as one of the country's ace pilots and was killed while flying the same type of airplane in which Rogers and Post were killed yesterday. At the time of his death, the Evanston pilot was serving as personal flier for Hal Roach, movie magnate. . . .

Attempts to reach George E. Dickson, 2116 Central Park avenue, father of the Evanston pilot-friend of the famed humorist, were unsuccessful but it was learned that Dr. John B. Crane, a son-in-law of Mr. Dickson, who is visiting the Dickson home in Evanston during his vacation from Cambridge, Mass., where he is a professor at Harvard university, was at home and was a personal friend of Post.

"I knew Wiley very well," he said today, "and we flew together in the Winnie Mae quite often out east. He was one of the best fliers I have ever had the privilege of flying with and I have met plenty of them. You see, I was a member of the congressional investigating committee that was appointed last year to make a survey of the air mail situation in this country. This was known as the Mead committee." (The final bill developed from the report of this committee was signed by President Roosevelt Wednesday evening.) . . .

When he learned of the accident this morning, Gen. Charles G. Dawes, 225 Greenwood avenue, who knew Rogers, said: . . . —Evanston (Ill.) *News-Index*

FOLLOW-UP STORIES

Most disasters are running stories for several days. New casualties are discovered, unidentified bodies are identified, injured persons die or recover, rescue work goes on, new facts become known, etc.

Later Details. Some examples of leads to routine follow-up stories follow:

Goodland, Kan., July 20.—(UP)—Workers plodded through the mud of a wheat stubble field Saturday to remove the wreckage of a C-47 Army transport plane in which 13 persons died during an electric storm Thursday night.

The bodies of the 10 passengers and three crew members were found scattered

in a wide area around the wreck Friday, approximately 12 hours after the plane was reported missing on a routine coast-to-coast flight. —*Atlanta Journal*

Alton Brick Co. employees continued pumping water today from the extensive clay mines that were flooded, along with about \$100,000 worth of machinery, by the flash flood that swept off the hills onto the firm's plant on North Alby road last week. —Alton (Ill.) *Evening Telegraph*

Los Angeles, July 12.—(AP)—His fight for life suddenly weakening, Howard Hughes, maker of planes and movies, beckoned his doctor to his bedside last night and whispered a halting story of his crash Sunday in an experimental plane.

"I want you to give this message to the Army. The accident was caused by the rear half of the right propeller," the 41-year-old millionaire told Dr. Verne R. Mason.

"I don't want this to happen to anybody else."

Explaining carefully that the rear set of propeller blades on the right engine of his twin-engine plane had suddenly reversed pitch in the first test hop, Hughes said: . . . —*St. Louis Post-Dispatch*

Six persons who were injured in the disastrous fire at the LaSalle Hotel June 5 still are in hospitals, it was learned today, and one has not yet regained consciousness. . . . —*Chicago Daily News*

Descriptions. After the pressure of meeting deadlines with fast-breaking details has lifted, it is possible to view the entire catastrophe with perspective as one story rather than as a series of bulletins, adds and inserts. Writing a second-day story provides a writer with an outstanding opportunity for descriptive writing.

By Richard S. Davis

Texas City, Tex.—Just at dawn, this cold but brilliant Thursday morning, the taximan drove the reporter across the bay from Galveston to this caved-in stricken city 14 miles away where hundreds are dead and here, as he expected, the reporter found abject misery.

It's the misery that comes with a blow so heavy that all of the senses are dulled, the misery that leaves its surviving victims huddled in corners, loose lipped, dull faced, too sick of soul to care what is happening. That's the way they are right now in Texas City. They're numb, they're stupid, they're completely apathetic.

Just Like Indians

Nobody in Texas City wants to talk. The best a man can get is a grunt, in the Indian tradition. The sullen men in the corners even look like Indians. They sit with blankets drawn tight around them, concealed from a night of camp fires fanned by the stiff north wind.

The camp fires were no comfort. They were blazing oil tanks to the south of the tragic city. Their warmth was blown the other way and only the foolhardy dared to get near them. So the almost endless nightmare passed, with hopeless staring into the countless fires burning themselves out and piling up mountains of black smoke.

Texas City is shattered, shaken and scorched, but most of it is still standing, like a groggy prize fighter dizzily clinging to the ropes. It's too near gone to see

much through its swollen eyes, but it's still alive and painfully moving. Some of the more energetic are even poking into things to find out just what's left.

A Gruesome Harvest

Behind the gaping windows of the high school gymnasium this much is left: A gruesome harvest of bodies. The reporter can't give you the number, but they are the smashed and lacerated bodies of men and women who went to work Wednesday morning and found terrible death lurking on the water front.

No need to describe the battered, grinning faces, or the wickedly twisted bodies. Death is death, however it comes, and it is always ghastly to the living. But somehow the death in Texas City, the mounds of death in the high school gymnasium, is ribald and obscene. It's death by wholesale, a jubilant, mocking death and it's somehow indecent.

Tragic, too, unbearably. Especially hard to grapple with, this kind of death, when the ones who were spared sit out on the grass in blankets, only half believing that the scarred and battered clay they just inspected is "the old man" or the kid brother who just got a job last month, a swell job with Monsanto Chemical.

Mostly "Ordinary People"

If what the reporter saw at sunrise this grim morning is typical, the great majority of men and women who died in Texas City in the incredible catastrophe of black Wednesday were guys named Joe and Francesco, women named Antonia. That is, they were nobodies, the people who carry the hods. They were Mexicans, many of them, and Negroes and the seamy faced Texans whose hands are hard from shoveling.

Both in Texas City and in Galveston, the reporter has seen what death did to the guys named Joe when it came hurtling through the smoke of the water front. In Galveston, however, the embalmers had done their fancy work and the cruelty of the assault was somewhat softened.

It was also death in smaller numbers in the Galveston funeral parlors. Fourteen dead in one establishment, six in another, five in a third, while in Texas City . . . well, on that score there is nothing more to say. . . . —*Milwaukee Journal*

Seeking Causes. When the cause of a disaster is not immediately ascertainable, witnesses, public officials and others concerned theorize regarding it.

By C. B. Allen

A strong possibility that the navigational radio used by the pilot of the Army Beechcraft monoplane that crashed into the Bank of the Manhattan Company building Monday night, killing all five persons aboard, was tuned to one radio range station when the pilot thought it was tuned to another was seen yesterday by airmen familiar with the confusing pattern of radio beams in the New York area.

By no other conjecture could they account for facts established up to now about the disaster. These included the pilot's last radio report at 8:08 p.m.—a matter of seconds before the crash—that he was "five miles southwest of the Newark range" and the coincidence that the aircraft flew into the side of 40 Wall Street approximately the same distance and direction from the LaGuardia Field range station in Queens.

Against the circumstantial evidence that the Beechcraft's crew may have made

such a simple and fatal mistake—perhaps because the co-pilot handled the radio compass while the pilot talked with the Newark control tower on his communications set—many reasons were advanced why the error would be difficult to make. . . .

—New York *Herald Tribune*

Improper handling of the plane was blamed for the crash of a BT-13 ship which resulted in the death of Philip H. Kroh, 29, manager of the Vermillion Airport, east of Danville, and Robert C. Longfellow, 27, Hoopeston, Saturday night. The accident occurred about 6:30 in a soybean field, owned by Carl Gleckler, eight miles north of Paris.

—Akron *Beacon-News*

Fire at the Park Plaza hotel which routed about 800 guests from their rooms and injured five firemen yesterday, resulted from a violation of city safety rules, Fire Marshal Walter H. Kammann said today after an inspection of the building.

—St. Louis *Post-Dispatch*

“Locking the Barn Door.” Main purpose of pushing investigations into the causes of catastrophes is to prevent their repetition. The reporter always should pursue this angle in asking the proper authorities, public and private, what they expect to do. When a preventable accident occurs in another city, local residents understandably want to know how well they are protected against a similar catastrophe.

By C. B. Allen

While Army and civil authorities yesterday continued their investigations into the crash of an Army Beechcraft monoplane Monday night against the side of a skyscraper at 40 Wall Street, numerous means by which the accident might have been averted began to emerge from its aftermath.

Outstanding among them—judging from officially reported circumstances surrounding the flight and its disastrous termination—was the fact that weather conditions at Newark Airport automatically put the pilot in violation of existing Army regulations governing instrument flight when he attempted to land there. Equally important in the situation was the Federal government's abandonment, more than a year ago, of its former authority to declare airports closed when ceiling and visibility drop below safe-operating minimums. . . .

—New York *Herald Tribune*

The Atlanta hotel fire on Saturday caused Mayor Kelly yesterday to call for immediate passage of the ordinance providing for the enclosure of all stairways inside hotels and office buildings as a safety measure.

The ordinance has been pending since the LaSalle Hotel fire on June 5 when 61 persons were killed, but action on it has been deferred while the city awaited the drafting of a new building code.

The measure would make illegal all open-elevator shafts, open stair wells and other uncovered vertical shafts which tend to create forced drafts, thereby becoming flame spreaders in the event of fire.

“This is an emergency matter,” said the mayor. “This ordinance should be passed immediately and the City Council should let the courts decide on its legality later.” . . .

—Chicago *Sun*

Crusading. The newspaper can contribute to safety both by its persistence in inquiring of those who should act as to what they are doing, and by independent investigations.

By William R. Miner

With horror and amazement Chicagoans picked up their newspapers on the morning of June 5 this year to read that 61 persons had been killed in a fire that swept the "fireproof" LaSalle Hotel here from basement to roof.

A few days later 19 more died in a similar fire at Dubuque, Iowa.

Over the last weekend they read of two more hotel fires. A total of 131 persons had perished at Atlanta and in Saskatoon, Sask., in Canada.

In the high death tolls, the rapid course of the flames and the nature of the buildings there was found much similarity.

During the six months between the LaSalle fire and the burning of the Winecoff Hotel at Atlanta, what has Chicago done to make certain the same thing would not happen here again?

The answer is: Almost nothing at all.

There was a brief flurry of investigations that lasted for a few days after the LaSalle disaster. There were, in fact, eight different inquiries begun. These made an impressive list.

Within a week public and governmental interest had faded.

No public agency assigned men to follow through, on a full-time basis, until the lives of other hotel guests in the city were protected against similar disasters.

No local civic group cared enough to see that safety measures were taken.

As a result, during the six months, no laws were passed to carry out the engineers' recommendations that came out of the inquiries.

Many hotels have known hazards that could be remedied by known engineering methods, but nothing is done because of official and public apathy.

The whole matter added up to what is a specialty in Chicago—investigations that start up with ballyhoo without equal, then die to an impotent whisper.

One proposed law has reached the discussion stage. . . .

—Chicago Sun

CHAPTER XX

POLICE; CRIME; CRIMINAL LAW

Newspapers are often castigated for printing crime news, for printing sordid things, for telling about human conduct as it really exists.

Newspapers—and the reference here is to those in the United States and the British Empire which operate without coercion or intimidation by the government—perform the function of telling what has happened, what will take place, and of commenting and interpreting. They have other functions, too, but the main duties are those cited.

At Owensboro, Ky., one morning last week, 15,000 persons crowded into a small enclosure to see a man hanged. Here are a few sentences from the story of that Roman holiday:

"Souvenir hunters ripped the hangman's hood from the face of Bethea immediately after the convicted attacker of a 70-year-old white woman was hanged.

"Bethea still breathed when a few persons from the crowd rushed the four-foot wire enclosure about the scaffold and scrambled for fragments as mementoes of the spectacle.

"The crowd came in automobiles, wagons and by hundreds on freight trains.

"Throughout the night the spectators pushed into choice positions to watch Bethea die. Thousands milled about the streets converging upon the scene.

"About half of those who fought and shoved to get closer to the enclosure were women, young girls and children. Babies in arms and toddlers by the score clung to their mothers.

"People stood on roofs of nearby buildings, hung from telephone poles, leaned out of windows, stood on automobiles, to witness the execution."

This is not a report of cruel Saracen nomads anxious for the lives of Christian martyrs, nor of the cries of a Mayan priest screaming for a human sacrifice, nor of a band of Voodoo worshipping savages in darkest Africa.

It is a report on the behavior of a part of those people who choose to call themselves the most civilized race of human beings in the world.

Newspapers are but the mirror of life. Details of the Owensboro hanging were printed after the event took place, not before, and therefore were a reflection of what took place, not a textbook on a future course of action.

No, human nature will have to change before crime, horror, scandal and lust can be eliminated from the pages of the honest newspaper.

When these things cease to be, newspapers will not have to report them.

—Des Moines Register

IF FOR SOME UNIMAGINABLE reason a newspaper were compelled to remove all of its beat reporters but one, it would be the man at police headquarters who would remain at his post. This is so, not because crime news is considered so overpoweringly important, but because in addition to learning of homes that have been broken into, checks that have been forged and murders that have been committed, the police reporter usually is the first to turn in tips of accidents, attempted suicides, missing persons, rabid dogs, strikes and many other events about which newspapers carry stories.

Because the police are in close touch with more phases of everyday life than any other news source, the police beat affords excellent training for the beginning reporter and, fortunately, is one which he is likely to get. In the small community, covering police means visiting the police station two or three or more times a day, visiting the scenes of the infrequent important crimes which occur, verifying and amplifying the comparatively meager reports contained on the official police blotter or bulletin and writing all police news worth mention. In a large city, covering police means to remain all day at headquarters or at a district station, watching the steadily growing day's report and phoning tips of the most important items (perhaps 25 per cent of the total) to the city desk. When anything happens about which the paper wants more than the beat man can obtain from the police bulletin or by interviewing members of the force or witnesses brought to the station, an assignment man is sent out; the writing is done by rewrite men.

CHAPTER OUTLINE

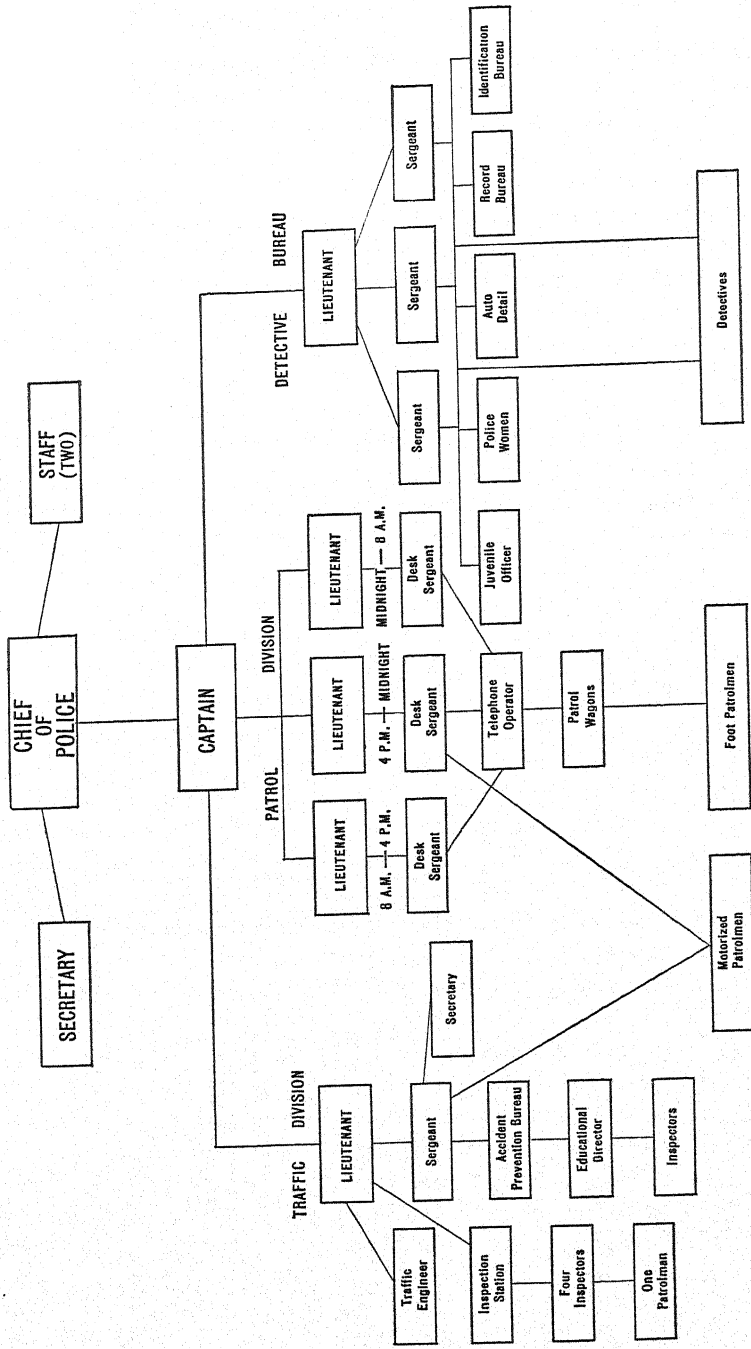
- I. Learning the Ropes
 1. The Police System
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 1. The Police Blotter
 2. Picking the Feature
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- IV. Criminal Procedure
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- V. Criminal Trials
 1. First Stories
 2. Picking the Jury
 3. Opening Statements
 4. Evidence
 5. Closing Statements
 6. Reporting Trials
 7. Verdicts
 8. Sentences
 9. Punishments

Neither the life of the police reporter nor of the average police detective resembles very closely that which the continuity strips and magazine short stories depict. After he has seen one sobbing mother, one hard-boiled harlot, one repentant gunman and one of each of the other types which frequent police headquarters, the reporter has seen them all. When this fact dawns upon him, and as he becomes accustomed to the intransigence of all parties concerned in the diurnal police drama, he may have to struggle against both cynicism and discouragement. A good turn at police reporting is the best hazing possible for the callow graduate and aspiring author of the world's greatest novel. There are few newspapermen of importance who did not take the test and pass. The point of view emphasized early in this book—that of detached studiousness—will enable the beginning reporter to make his police reporting experience what it should be: the most valuable of his entire journalistic career.

LEARNING THE ROPES

The Police System. The police reporter has got to know who's who and why at headquarters or at the district station which is his to cover. On the opposite page is shown the setup of the police department in an average-sized American city. In other cities the organization may differ in details but not fundamentally. At the top is always a chief of police, superintendent of police, police commissioner or some other individual appointed either by the mayor with the approval of the law-making body or by a police commission so appointed. Whatever its title this office is a political one, and its holder may have little or nothing to say about the formation of general policies. If the higher-ups decide that certain "places" are to be allowed to remain open, they remain open until the word comes from above, either as a result of public pressure or for other reasons. Whenever any change in policy is made it is, of course, the chief who "fronts," making the announcements and receiving the credit; likewise, when something goes wrong, he is the scapegoat unless it is possible to "pass the buck" down the line to some underling.

This realistic picture of how the law enforcement system operates may be disturbing to young reporters with an idealistic or reformist nature, but until the public insists on an extension of the civil service system to include heads of police departments and upon strict observance of discipline and honesty throughout the entire system, the situation will not change. The trouble is that the element in the population which might favor an improvement either is unaware of the true state of affairs or is too indolent to do anything about it. The irate citizen who fulminates



TYPICAL CITY POLICE DEPARTMENT

against the patrolman who looks the other way for a slight consideration or because of orders from above, is the same who, when he receives a ticket for parking his automobile over-time, starts on a hunt for someone who knows someone who knows someone. The practice of frightening children into proper behavior by threatening to call a policeman also is not conducive to a helpful attitude on the part of the same children when they become adults.

Paid more poorly than would be necessary to attract a higher type of public servant, "coppers" off their assumed dignity are pretty good fellows. Fraternizing with them, the reporter learns to like them. A policeman friend is a real asset and usually can be obtained through mention of his name creditably in connection with some story. Without friends in the department the reporter is worthless as the formal reports and notations on the police blotter are grossly inadequate in case of an important story. In such instances it is necessary to talk to the policemen assigned to the case or to the principals; to see anyone in custody of the police, of course, requires permission.

A police captain is in executive control of a station. In small communities the chief may assume this responsibility or, as in the case of the city for which the outline is given, there may be a captain performing the function of chief at night. In large cities each precinct station is directed by a captain. The lieutenants usually head up the different operating divisions, as traffic, detective, patrol, etc. The sergeant is a "straw boss" who may have charge of a switchboard over which he directs the activities of patrolmen on beats or may take charge of a small squad of patrolmen on some errand of duty. Inspectors may have roving assignments to check up on the operations of district stations or may perform the functions described as usually assigned to lieutenants; it is largely a matter of terminology. In the outline given, inspectors in the traffic division are an entirely different type, being responsible for investigating the circumstances of traffic accidents.

If there is more than one station in a community, all keep in touch with headquarters by means of a ticker or printer telegraph system, and a central record is kept of all important cases. Police departments even in small cities rapidly are installing two-way radio systems to enable headquarters to talk with cruising patrolmen in police automobiles. Bureaus of identification in which photographs, fingerprints and possibly bertillion records are taken and kept and ballistic and chemical studies made of clues also are increasing.

To check up on minor occurrences the police reporter telephones the district stations at intervals throughout the day. For the most part, however, he watches the blotter or bulletin on which appears promptly everything of prime importance; assignment men are sent to district stations when necessary.

What Constitutes Crime. As important to the reporter as knowing police procedure is a knowledge of what constitutes crime. A breach of the law may be either a felony or misdemeanor. Since the law differs in different states the same offense may be a felony in one state and a misdemeanor in another; and a felony or misdemeanor in one state may not be considered a crime at all in another. A felony always is a serious offense such as murder, whereas a misdemeanor is a minor offense such as breaking the speed law. Felonies are punishable by death or imprisonment, whereas a misdemeanor usually results in a fine or confinement in a local jail. A *capital* crime is one punishable by death; an *infamous* crime is one punishable by a prison sentence.

Crimes may be classified as follows:

1. Against the person

- (a) Simple assault: threatening, doubling the fist, etc.
- (b) Aggravated assault: threat violent enough to cause flight
- (c) Battery: actually striking a person, a rider's horse, spitting on another, etc.
- (d) False imprisonment: liberty unlawfully restrained by anyone
- (e) Kidnapping: stealing away a person; may use abduction for women or children
- (f) Rape: unlawful carnal knowledge of a woman forcibly detained; statutory rape occurs when girl is minor even though she consents
- (g) Maim (mayhem): the attacker disables or dismembers his victim
- (h) Homicide: killing when the victim dies within a year and a day
 - (1) Matricide: killing one's mother
 - (2) Patricide: killing one's father
 - (3) Fratricide: killing one's brother or sister
 - (4) Uxoricide: killing one's wife or husband
 - (5) Justified: in self-defense or in line of duty
 - (6) Felonious: either murder or manslaughter
- (i) Manslaughter
 - (1) Voluntary: intentionally in the heat of passion or as the result of extreme provocation
 - (2) Involuntary: unintentional but with criminal negligence
- (j) Murder
 - (1) First degree: with expressed malice and premeditation
 - (2) Second degree: no premeditation but intent to kill or inflict injury regardless of outcome
- (k) Abortion: interfering with pregnancy

2. Against habitation

- (a) Burglary: entering another's dwelling with intent to commit a felony therein; often extended to include any building
- (b) Arson: malicious burning of another's real estate

3. Against property

- (a) Larceny: taking and converting to use with felonious intent the property of another
- (b) Robbery: larceny with intimidation or violence against the person
- (c) Embezzlement: larceny by means of a breach of confidence
- (d) False pretenses: confidence games, impostures, swindles
- (e) Receiving stolen goods: for sale or concealment; recipient called "fence"
- (f) Forgery: altering or falsely marking a piece of writing for private profit or deception of another
- (g) Malicious mischief: killing animals, mutilating or defacing property
- (h) Extortion: blackmail; obtaining illegal compensation to do or not to do any act

4. Against morality and decency

- (a) Adultery: sexual relations between a married and unmarried person
- (b) Fornication: sexual relations between unmarried persons
- (c) Bigamy: second marriage without dissolving the first
- (d) Incest: sexual relations between persons so closely related that they are forbidden to marry
- (e) Miscegenation: marriage between races forbidden to intermarry
- (f) Seduction: inducing an unmarried girl to engage in sexual relations by false promises or deception
- (g) Prostitution: promiscuous indulgence in sexual relations by women for profit
- (h) Sodomy: homosexual relations between men
- (i) Obscenity: anything offensive to one's sense of chastity
- (j) Indecency: anything outrageously disgusting
- (k) Contributing to delinquency of a minor: encouraging or permitting any waywardness in youths
- (l) Sabbath laws: restrict commercial and other activities on Sundays

5. Against the public peace

- (a) Breach of the peace: may cover disorderly conduct and a variety of nuisances
- (b) Affray: fighting in a public place to the terror of the public
- (c) Unlawful assembly: for purpose of planning or committing illegal act
- (d) Rout: occurs when unlawful assembly begins to move
- (e) Riot: occurs when assembly or rout becomes tumultuous or violent
- (f) Disturbance of public assembly: interference with legal meeting
- (g) Disorderly conduct: statutes stipulate acts forbidden
- (h) Forcible entry and detainer: illegal seizure or holding of property
- (i) Defamation: written is libel; spoken is slander
- (j) Concealed weapons: may be listed as disorderly conduct
- (k) Gaming: playing games for money or games of chance
- (l) Gambling: betting on outcomes of events over which bettors have no control

6. Against justice and authority

- (a) Treason: breach of allegiance to country; giving enemy aid

- (b) Perjury: false testimony under oath in judicial proceedings
 - (c) Bribery: attempt to influence public official in his duties
 - (d) Embracery: attempt to influence a juror
 - (e) Counterfeiting: making false money which is passed as genuine
 - (f) Misconduct in office: extortion, breach of trust, neglect, etc.
 - (g) Obstructing justice: resisting arrest; refusing to aid arresting officer
 - (h) Obstructing punishment: escape; prison breach
 - (i) Compounding a felony: agreeing not to prosecute felon or assisting him in evading justice
 - (j) Exciting litigation: stirring up lawsuits for profit; barratry; maintenance; champerty
 - (k) Election laws: fraud or illegal interference with voting
 - (l) Conspiracy: planning or plotting to commit crime
 - (m) Contempt: improper respect for court
7. Against public safety, health and comfort
- (a) Nuisances: annoyances
 - (b) Traffic regulations
 - (c) Food and drug acts
 - (d) Health regulations
 - (e) Safety laws for common carriers, use of explosives, etc.

The police reporter must understand these popular definitions of criminal offenses, the names of which may or may not correspond to the statutory titles which differ somewhat by states.

ELEMENTS OF CRIME NEWS

The Police Blotter. Despite the quantity of news emanating from police headquarters which gets into print, much more that appears on the blotter or bulletin is disregarded by the police reporter. Whereas it is possible to give feature treatment to almost everything that is reported to police, there is so much sameness in most of the routine of law enforcement that such entries on the bulletin as complaints against peddlers, small boys or dogs, notices from the police of other cities to be on the outlook for a certain person or automobile and reports of suspicious characters, lost and found articles, etc., go unheeded. What follows is an almost verbatim copy of the entries covering several hours on the police bulletin in an average-sized city, together with the use made of the material by the police reporter:

BULLETIN

The following were injured in auto accident at McCabe and Dunmore and taken to Municipal hospital: Joseph Muentner, 623 Center street, Massillon,

NEWSPAPER TREATMENT

Not used because minor and occurred outside city limits; no local citizens in any way involved. Reporter talked to traffic inspectors who investigated.

BULLETIN—(Continued)

NEWSPAPER TREATMENT—(Continued)

Ohio, laceration to hand; Mrs. Ollie Richter, Peru, Ill., age 51, laceration to scalp.

L. D. Donaldson, 117 Forest avenue, reports the loss of a male bull dog.

Grover Mack (c), 1835 Grey avenue, arrested for passing a red light on complaint of Robert A. Kirkhope, 118 N. Park avenue, Waukegan, in connection with accident. Case set for 9/23 and defendant locked up awaiting bond.

Attempts made to burglarize Royal Cafe, 1248 Chicago avenue, between 2 A.M. and 6:45 A.M. Used a one-inch drill on rear door. Entrance not gained.

Attempt made to burglarize Helen's Cafe, 523 Dempster street, between 2 A.M. and 6 A.M. Used a one-inch drill on rear door. Entrance not gained.

John C. Scale, 826 Sherman avenue, driving a Chevrolet coupe east-bound on Dempster street, at McCormick boulevard, backed into a Studebaker sedan driven by Lawrence G. Briggs, 1238 Oak avenue, and then continued east on Dempster street into city.

John C. Scale, 826 Sherman avenue, was arrested for driving while intoxicated on Dempster street. Locked up and case set for 9/23.

Hugh C. Collins, 809 Washington street, driving a Chevrolet coupe east-bound on Washington street, west of Elmwood avenue, collided with a Ford coupe parked in front of 910 Washington street, owned by Richard Steele, 4730½ Woodlawn avenue, Chicago.

Ignored as trivial.

Combined with other report; see below.

Two-paragraph story, as follows:

Burglars early today failed in their attempt to enter and burglarize two Evanston restaurants.

A screen over the rear window at the Royal Cafe, 1248 Chicago avenue, was torn but no entrance gained. The burglars also failed to gain entrance at Helen's Cafe, 523 Dempster street, after using a drill on the rear door, police say.

The following are paragraphs near the end of a general accident story, the lead for which was a serious accident, occurring after the reporter left police headquarters:

Two men were arrested on charges of driving under the influence of liquor yesterday after the car in which both of them drove was in two collisions. The men are: Hugh C. Collins, 809 Washington street, and John C. Scale, 826 Sherman avenue.

Scale was driving the car when it was involved in an accident with one driven by Lawrence G. Briggs, 1238 Oak avenue, at Dempster street and McCormick avenue, police say. He left the scene of the accident, police report, but was arrested a few blocks away.

His companion, Collins, drove the car toward his home, but it hit one owned by Richard Steele, 4730½ Woodlawn avenue, Chicago, parked at the curb in front of 910 Washington street, police say. He

BULLETIN—(Continued)

NEWSPAPER TREATMENT—(Continued)

Grover Mark (c), 1835 Grey avenue, driving a Pontiac sedan east-bound on Emerson street, at McCormick boulevard, collided with a Dodge sedan driven north by Robert Kirkhope, 118 S. Park avenue, Waukegan. Dorothy Brush, 1926 Noyes street, received a broken collar bone and was attended at St. Francis hospital.

continued to his home and was arrested by police on charges of driving while intoxicated and leaving the scene of an accident.

Both drivers in a two-car collision yesterday were arrested by police on charges of passing a red light when police were unable to ascertain which of the drivers passed the light. Grover Mack, 1835 Grey avenue, asserted he had the green light at the intersection at Emerson street and McCormick road. Robert Kirkhope, 118 N. Park avenue, Waukegan, driving at right angles to Mack, said he had the green light. The cars collided causing approximately \$300 damages.

Dorothy Brush, 1926 Noyes street, was attended at St. Francis hospital for a fractured collar bone.

Stephen Blake, 330 N. Kerr street, picked up around garage at 837 Dale avenue. Held for investigation.

Ignored as trivial.

Citizen reported someone in the St. Cloud Hat Shop, 106 Sherwin street. No one found. Store locked up.

Ignored as trivial.

More nearly complete records are turned in on regulation forms in all such cases, and these blanks may be consulted by the police reporter. Usually, however, he prefers to talk to the policemen involved if he can find them, or with the principals. It is not safe practice to rely upon the police bulletin as authentic because policemen are notoriously bad spellers and make numerous mistakes in names and addresses, some of which may be noted in the examples given. If attempts at verification fail, the reporter should accredit his story to the police bulletin. It is presumed, of course, that he knows the law of libel which offers him no protection if he uses the expression, "police say." It is not safe to print news of an arrest until a person has been taken into custody and booked on a certain charge; then the newspaper can relate only what has happened. It is impossible to say without risk that a person is "wanted for having fled the scene of an accident." Rather, the reporter should write the person is wanted "in connection with the accident. . . ." Every item of police news should be verified before being used. As is seen from the

examples given, for an adequate account of any item appearing on the police bulletin, more details than given there are needed.

Picking the Feature. All crime stories involve action. They relate to incidents which are potentially exciting when read about provided the reporter has been resourceful and thorough in his newsgathering. Until a case reaches court, knowledge of law is secondary to ability to observe, describe and imagine all of the angles needing investigation and the sources from which information may be obtainable. The crime reporter, in other words, must possess some of the qualities of a good detective although his purpose is entirely different. He is not out to solve the crime but to learn all that it is possible to find out about it.

Because anything can and constantly does happen, the following list of potential elements of interest in news of crime cannot possibly be complete. It is only suggestive.

1. Casualties
 - (a) Lives lost or threatened
 - (b) Injuries and how received
 - (c) Description of any gun play or fighting
 - (d) Disposition of dead and injured
 - (e) Prominent names among dead and injured
2. Property loss
 - (a) Value of loss
 - (b) Nature of property stolen or destroyed
 - (c) Other property threatened
3. Method of crime
 - (a) How entrance was effected
 - (b) Weapons or instruments used
 - (c) Treatment of victims
 - (d) Description of unusual circumstances
 - (e) Similarity to previous crimes
4. Cause or motive
 - (a) Confessions
 - (b) Statements of victims
 - (c) Statements of police, witnesses and others
 - (d) Threats
5. Arrests
 - (a) Names of persons arrested
 - (b) Complaint or policeman making arrest
 - (c) Charges entered on police blotter
 - (d) Police ingenuity
 - (e) Danger incurred by police
 - (f) Arraignment
6. Clues as to identity of criminals

- (a) Evidence at scene of crime
 - (b) Testimony of witnesses
 - (c) Statement of police
 - (d) Statements of victim and others
 - (e) Connection with other crimes
7. Search for offender
- (a) Probability of arrest
 - (b) Description of missing persons
 - (c) Value of clues
 - (d) Contact with criminal through ransom notes, etc.

In the following example note the presence of a majority of these elements:

The self-styled "second Dillinger gang" came out of hiding in Indiana today, robbed the Goodland State bank of \$2,500 and fled across the state, shooting two pursuing officers in a gun battle near Logansport.

There were four bandits involved and two of them were identified tentatively as Alfred Brady, 26 years old, the boastful "second Dillinger," and James Dalhover, 29 years old, who have been sought since last October, when they battered their way out of jail at Greenfield, Ind.

Brady, Dalhover and Clarence Shaffer, 20 years old, were awaiting trial for the murder of an Indianapolis policeman when they escaped.

Bandits Work Leisurely

The four robbers drove up to the Goodland bank before it was opened this morning, and as the doors were unlocked, two walked in with drawn guns. President Lyle Constable and Miss Leona Hamilton, cashier, were forced into a back room. The bandits worked leisurely, picked up all the cash in sight and then hurried outside to the waiting automobile.

As the two left the bank, one turned to the cowed officials and said:

"If you see a state detective named Winn, give him my regards."

Dalhover lived at Madison, Ind., and that city is the home of State Police Detective Donald Winn, who has been active in the search for the fugitives since their escape.

Bandits Run Blockade

The alarm was spread quickly and highways were blocked with sandbags. Then within a few minutes, State Policeman Paul V. Minneman and Deputy Sheriff Elmer Craig of Monticello sighted the speeding, light maroon-colored sedan near Logansport and attempted to stop it.

The answer was a burst of bullets from a machine gun, but the officers escaped injury. Minneman and Craig leaped into a car and followed the fleeing quartet.

But the bandits outdistanced the police, and, in the manner of "Baby Face" Nelson, drove behind a cross-roads church and waited in ambush. As the officers approached, the four robbers drove out to meet them with machine guns blazing.

The hail of bullets struck Minneman in the abdomen and Craig in the foot. The police car rolled into a ditch and the bandits sped away.

G-Men Called in Pursuit

Agents of the federal bureau of investigation from Indianapolis joined the man-hunt and police in nearby cities were asked to aid. Two airplanes were sent up to look for the fugitives.

Minneman and Craig were taken to a hospital at Logansport, where it was said that Minneman's wounds probably would be fatal.

Chicago police began watching roads from the south, for Brady and Dalhover were known to have girl friends here and because the youthful leader of the mob had found this city a sanctuary at other times. . . . —Chicago *Daily News*

In the following leads note how different elements may be emphasized:

CASUALTIES

A North Suburban girl was in serious condition yesterday in St. Mary's hospital after she was shot by a discarded suitor in the prelude to a spectacular gun battle in which the rejected man killed a policeman and then was shot to death himself by the dead policeman's partner.

The injured girl, Miss Thelma Sorytin, 19, of 1900 Melrose avenue, was shot in the right thigh when her former sweetheart, Pvt. Robert Wentworth, 23, on furlough from Camp McCoy, Wis., halted her and a companion as the couple were entering the Sorytin home. At the St. Mary's hospital attendants said the bullet severed a major blood vessel.

Although frightened away twice, a burglar finally got into the home of Wayne Morris, 1930 Wilson avenue, early today and ransacked the ground floor. He stole a dress and ten coats, valued by the family at \$800, and \$75 in cash.

METHOD

Bound and gagged by three robbers who ransacked the offices of the Jepson Wool Spinning company here this morning, Floyd Ackerman, the watchman, freed himself of the gag after a struggle of 40 minutes. Then rolling to a desk on which was a telephone, he twisted onto a chair, picked up a pencil with his teeth and dialed the operator to give an alarm and bring police.

These burglars don't need to be burglars. They could be on the stage in a balancing act.

Early yesterday they smashed a skylight in the Montefiore School for Boys at 655 W. 14th street and dropped 14 feet to the floor. Breaking a side window, they passed \$182 in aluminum kitchenware out through the bars to accomplices on the outside.

Then they erected a tower of four tables, and, carefully balancing them, climbed up and out through the skylight again.

CAUSE OR MOTIVE

True to a telephone threat communicated to her two days ago, Sylvia Proctor, 23 years old, was found stabbed to death today in the vestibule of the apartment building near Lakeside drive where she lived, in what police said was the tragic ending of a love triangle.

Santa Cruz, Cal., April 17.—(UP)—Allan D. Boggs, 52, retired United States army major, today shot his wife twice, because he mistook the sleeping form of his son, 12, for "another man."

After he came home early this morning and found a note from his wife saying she was going to spend the night at the home of Mr. and Mrs. James Harris, Boggs said he was convinced she was keeping an illicit rendezvous. He borrowed a revolver, forced his way past a frightened Negro butler at the Harris home and searched the house until he found his wife. . . .

ARRESTS; RAIDS

William Earneston, 21, of 1900 Hastings boulevard, was arrested late yesterday a few hours after he is alleged to have kidnapped a girl, 5, from a crowded playground, taken her to his room and raped her. Three detectives, who captured him promptly, won a commendation from Chief of Police Allison for their work.

The detectives are Robert Eron, Kennedy Worth and John Smith of Sgt. Thomas O'Neil's special detective bureau unit. They encountered the crying child at 14th and Warren streets.

Twenty-two slot machines were confiscated and two men were arrested Sunday in a gambling raid on the excursion steamer S.S. Port Oregon as it docked at the Main street pier here at 4 p.m.

Wayne county deputy sheriffs who made the raid arrested Roger Pembleton, 28, of Topeka, and Roger Hanley who lives on the steamer. They were charged with unlawful possession and operation of gambling devices.

CLUES

By Raleigh G. Hoover

The mystery of the 12th check stub may hold the solution of the mystery of who killed Mrs. Lydia Thompson and why.

The stub was the last in Mrs. Thompson's checkbook found last Thursday in a desk in her elaborate Orchard Lake Home. Written on it were the figures 1,500—no dollar sign, no date, just the figures with a dash after them.

It was the 13th stub in the book. On the 12th stub was noted a balance of \$176.06. Amounts of the 12 checks totaled \$988.58, and the largest stub was for \$268.55. That stub bore an undecipherable notation, possibly in Russian.

—Denver *Rocky Mountain News*

POLICE SEARCH

An arsonist was sought last night after three fires were started in broom closets on upper floors of the Madison Street hotel, 100 West Madison street. Firemen summoned as soon as the first fire was discovered on the 11th floor quickly extinguished it and other fires in closets on the 10th and 16th floors.

Smoke from the smoldering fires startled scores of guests in the 600-room, 16-story hotel, but employes succeeded in preventing disorder by assuring them there was no danger. The damage was \$500.

Human Interest. Any of the preceding stories could have originated anywhere. Outside of a metropolitan center, however, any one probably would have been "the" story of the year, month, or at least a

week. The news of gruesome murders, gang wars, white slavery rings and the like which the newspaper in the average sized city carries comes to it mostly via press association wires.

In every community, no matter how small, however, there occur minor brushes with the law or situations reported to police which, in the hands of a skilled writer, can be made into extremely bright copy. In writing brevities originating on the police beat the rewrite man is permitted considerable stylistic leeway as the emotional appeal outweighs the news interest.

The dire possibilities of equipping residential structures with an inadequate number of baths was demonstrated here today when two indoor bathers were arrested for causing a riot through the too-prolonged use of the only bathtub in the rooming establishment of which they were tenants.

Unfortunately the two offenders chose Saturday night for a general overhauling. The operation consumed so much time that the regular weekly indulgence of the other ten guests, awaiting their turn outside the bathroom door, seemed in jeopardy. After a long wait, during which epithets of an uncomplimentary nature were hissed through the keyhole, disorder broke out among the would-be bathers, and soon took on such proportions that a riot call was sent into police headquarters.

When a sufficient number of patrolmen who were not at the moment taking their Saturday night bath could be corralled and sent to the scene, the two bath monopolists were taken into custody, charged with inciting riot and fined the goodly sum of \$3, plus costs.

Leonard Rawlings, 45, of 1968 Winthrop avenue, stepped into a saloon Friday and, between beers, told a fellow he'd sure like to have a new car. And as a result, Leonard's \$1,070 poorer.

The fellow, a character in a snappy sports jacket, said that it so happened he had a car to sell. If Leonard would meet him the next day at Division street and Wilmette avenue, he'd accommodate him.

Yesterday, Leonard showed up with his \$1,070. The other showed up, too, saying, "Let me have the money and I'll be back in a jiffy with the car."

That was at 6 p.m. By 10 p.m. Leonard got tired of waiting and trudged to the Central police station. He reported his loss to Sgt. Michael Thomason, who promptly informed Leonard that he undoubtedly had been swindled by a confidence man.

Other Police News. Not all news originating in police headquarters has to do with lawbreaking. Police engage in a variety of non-criminal activities, many of which may be newsworthy. For instance, the missing persons bureau of any large department receives hundreds of calls weekly. Children who leave home in search of adventure, old people who wander off and spouses and parents who desert their families often are news. The first intimation that a crime has been committed also may come from a report that a certain person is missing.

New traffic rules, warnings concerning dangerous intersections, demands that householders make better disposal of their garbage and innumerable similar announcements come from police headquarters. Then there are additions to the staff, retirements, promotions, demotions, citations and social activities within the department itself. Monthly, annual and other reports contain statistics and other information of public interest.

Situation Stories. One type of interpretative writing open to the police reporter is that in which he describes, not one or a number of specific crimes, but a situation related to anti-social conduct or law enforcement of continuous public interest.

They are smooth, affable and understanding—these coin-matching artists who frequent Kansas City's Union Station and bus depots seeking gullible travelers with time on their hands.

This is their harvest time. Thousands of discharged veterans with money in their pockets transfer here. Former war workers with the remnants of high wages are traveling. Despite the busy season on the farms, agricultural workers and farmers themselves are moving about. They are prey for the con men.

Factors in Con Man's Favor

The professional coin-matcher has another factor in his favor. He knows how difficult it is for the average man to admit he's been taken in and figures, correctly, that most victims will pocket their losses and say nothing.

In the last month police have arrested 20 men notorious in the confidence game and in only four instances was it possible to get them as far as the municipal court. The victims refused to make complaints or, filing them, failed to appear in court to prosecute.

The coin-matchers work in pairs. One, usually a bluff, friendly individual, "works" the crowd in the waiting room. He's quick to size up and tag a "sucker." He arranges an acquaintance with the victim, remarking about the weather or travel difficulties and they fall into a friendly conversation.

Both have time between trains or busses and the con man suggests a walk to while away the time. They stroll along idly discussing window displays, office buildings and the foibles of human nature.

It may be the con man brings up the subject of coin matching by telling in a jovial manner how he and a friend trimmed another "friend" by having an understanding in advance about "heads" and "tails." It was all in good fun, as he tells it, but withal, profitable.

That is the point at which the con man sights, with great surprise, the approach of a casual friend free with his money and a sucker for any game of chance.

Agree on Play in Advance

"Just for fun, let's take him," the jolly con man proposes. "You play heads and I'll play tails and we'll trim him."

The original victim sees a chance at some easy money and, after introductions, the game is on. Luck shifts this way and that. Frequently the victim is allowed to

win. He's well ahead, then he starts losing. But, on the other hand, his "partner" is winning and the victim remembers they were to divide winnings after the newcomer was well fleeced. So the game continues until the victim's pockets are empty.

The game breaks up and the players scatter. . . .

—Kansas City *Star*

THE ETHICS OF CRIME NEWS

No ethical problem connected with newspaper publishing has been more thoroughly discussed by both newspapermen and laymen than the treatment of crime news. Upon his superiors' attitude toward the problem depends largely the type of occurrences to which the police reporter pays particular attention and the manner in which he writes his articles. A few papers, notably the *Christian Science Monitor*, generally ignore anti-social behavior; others have experimented with leaving crime news off the front page or of playing it down in the writing. Familiar, on the other hand, is the type of newspaper which considers a sensational crime story as second to few other types in potential reader interest.

In the writer's opinion it is not so much a question of the amount of crime news but of how it is presented. Contrary to popular opinion, only a small proportion of the total offering of the average newspaper relates to lawlessness. Several years ago, for instance, Henry Fairfield Osborn revealed that whereas readers guessed from 25 to 50 per cent of the contents of their newspapers was crime news, scientific study showed the average space devoted to such news to be only 3.5 per cent. Because of the wide differences between methods of handling crime news it is difficult to generalize regarding the ethical problem involved.

Incitement to Crime. By glorifying and making heroes of criminals and by printing minute details of the methods employed by them, a newspaper encourages and is a potent cause of crime, it is charged. Since the newspapers began playing up stories and pictures of so-called public enemies on mortuary slabs, this criticism has lost much of its validity. At present it is the law enforcement officer who is the hero of news stories, continuity strips, short stories and motion pictures. Small boys play "G" man rather than Jesse James or John Dillinger. Let it be noted that as soon as the police began to deserve hero worship the newspapers were prompt to give them adequate attention. The question editors should ask themselves today is whether they have gone too far in glorifying law enforcement officers who shoot to kill without warning, often endangering innocent bystanders, whose chief attention is directed to the gangster type of anti-social individual whereas corruption in higher places interests district attorneys and police chiefs only a little or not at all.

Proof that a newspaper account of a sensational crime encourages similar crimes is not forthcoming. By playing up a series of similar crimes within a given period of time newspapers have created the impression of "crime waves" which actually do not exist. It may be true that a weak-willed potential criminal might receive from a newspaper story the final impetus to commit an offense, but the inspiration might just as well have been the sight of a knife in a store window or blood from a trivial wound. Modern psychology still has to throw more light on the causes of human behavior. In the meantime the newspaper should not jump to unscientific conclusions. Just as often as not, a sensational crime story might provide a potential criminal with the vicarious outlet for his emotional energy which would be the deterrent necessary to cause him to restrain himself.

Assistance to Criminals. It is charged that by printing detailed accounts of the activities of police a newspaper assists criminals to escape. If this happens, it is the fault of the police, not the newspapers, because the former have it within their power to conceal any plans. Not only do they possess such power but they exercise it. Frequently, when it appears that the newspaper is giving away police strategy, the story is deliberately misleading. Such was true in the Lindbergh kidnapping case which often is cited as an example of overplaying on the part of the press. After the child's dead body was found, the self-censorship that the press had imposed was revealed. Inasmuch as the child apparently was murdered the night of his removal from his crib, his return obviously was not interfered with by any newspaper publicity. The contents of the original ransom note, known to the press from the start, were not revealed. In this, as in most similar cases, the press cooperated to the utmost with the law-enforcement agencies. Nevertheless, it was made the scapegoat by the same readers who wallowed in every gruesome detail and clamored for more.

Trial by Newspapers. By emphasizing the horrible aspects of a brutal crime, by quoting the prosecuting attorney as to the severe punishment he is going to demand, and by editorial comment the newspaper is said to interfere with the administration of justice, making it difficult to obtain unprejudiced jurors. A partial answer to this criticism is that the jury system itself is largely at fault; rather, the privilege that attorneys have to challenge the qualifications of anyone with enough sense to form a tentative opinion as a result of a newspaper story. By selecting for jury service only persons who have little or no knowledge of a crime which has been committed, a premium is put upon ignorance and stupidity.

Today almost anyone who can prove business necessity can get himself excused from jury service with the result that it is only the unemployed and unskilled who comprise the "peers" by whom everyone is supposed to have the right to be tried. For a discussion of the unscientific handling of crime news see below.

Punishing the Innocent. The relatives and friends of principals in a criminal case suffer sufficiently without the newspapers' adding to their sorrow by bringing them needlessly into the limelight, it is alleged. Newspapers know this and many reporters find distasteful assignments which require that they invade the privacy of innocent persons. Such offenses, however, will continue until consumer (that is, reader) pressure demands a change. No one wants his own private life and sorrow investigated and advertised, but most persons are quite willing to have newspapers entertain them with the most intimate details regarding their fellow men. It was public opinion, in part at least, which influenced newspapers generally to cease printing the names of minors in crime stories. Common practice is to protect youthful offenders so as not to handicap attempts at their reformation. This rule is broken in cases of unusual important crimes and when repeaters are involved. Names of girls and women who have been the victims of rape usually are not printed.

Offending Public Taste. Editors have only one way to judge what constitutes public taste and that is reader reaction. It is futile to prattle about the responsibility of the press to give the public what it should have rather than what it wants. Neither the press nor any other social institution can rise above its source, and the fact that readers give every indication of wanting the most lurid details about public scandals explains why they get as many as they do. The self-censorship that newspapers do exert is inadequately understood; likewise the value of the press' opposition to the psychopathic reformers who would censor stage, screen and literature as compensation for their own fears and weaknesses. The amount of crime news is directly dependent upon the prevalence of crime. If a number of burglaries or purse snatchings occur in a certain neighborhood, the newspaper performs a public service by warning readers. When anyone says he is weary of reading crime news, what he may mean is that he is weary of a civilization in which so much crime exists. By printing crime news the newspaper contributes to the realistic picture of the world in which he lives, which every newspaper reader should have.

Unscientific Treatment. Where the newspaper really fails is in not interpreting this realistic picture. Editors, even of the best newspapers,

display utter ignorance of modern criminological and penological thought. By advocating harshness of treatment as the only corrective, by labeling every sex offender (even before apprehended) as a moron (a scientific term meaning high grade feeble-minded), by pointing to every paroled prisoner violating his parole as proof of the unsoundness of the parole principle, by ridiculing leading thinkers as maudlin sentimentalists, and in other ways, newspapers are a sizable obstacle in the movement to replace a barbaric philosophy and methods of curbing anti-sociality with a scientific approach.

Following a scientific study of the life history of Giuseppe Zangara, the psychopathic immigrant who attempted to assassinate President-elect Franklin D. Roosevelt in 1933, Sidney Kobre, in the *Journalism Quarterly* for September, 1936, said in part regarding the manner in which the American press handled the story:

Newspapers, in theory, print the news as it occurs, head it according to its significance and comment on its important aspects. Here, certainly, was an opportunity for them to get at the root of a social evil—to insist, rather than on laws to prevent purchase of guns or enforce deportation of aliens, on the essential nature of the problem. Zangara, had the influences under which he labored been understood (and they might have been discovered when he entered the Italian army, when he passed through the immigration bureau, when he was admitted to citizenship, when he was a patient in a hospital), might have been headed off, his physical and psychological ailments corrected. Suggestions for the isolation and treatment of the class from whom are “recruited the criminal types and cranks” might have been made, along with emphasis on the fact that the class is not composed exclusively of aliens. . . .

The newspapers had opportunity to examine the impulse behind the shooting at its root. . . . For the most part they did not do so. Instead they seized upon the “red” stereotype, or proposed police or legislative methods of dealing with the evil once it had arisen, rather than psychiatric or medical methods of preventing it from arising. . . . Most American editors handling this story chose stereotypes and superficialities rather than the more subtle but certainly more fundamental implications. . . .

The American newspaper is the only agency which adequately reports such a case to the public. Because the attempted shooting of Roosevelt was dramatic news, attention was centered on a vital social problem. The newspapers had, therefore, an extraordinary opportunity to present the important news behind the surface facts—to mold public thought and action in a social, constructive pattern, if you will. The facts recited above show that they failed. And it should be noted that the Zangara case is but a single instance of a blundering habit—a habit that will repeat itself time and again unless newspapers can learn from it where their machinery is defective.

Since Kobre wrote this article, later expanded for inclusion in his *Backgrounding the News*, there has been considerable improvement on

many newspapers. World War II awakened interest in psychiatry and acquainted millions with the fact that abnormal behavior does not necessarily result from malicious wilful choice. Sociological research, furthermore, has proved that what is considered criminal in one environment may be perfectly normal in another, and that, particularly in large cities, there are communities in which the incidence of crime remains virtually constant although the complexion of the population changes many times. Gone is belief in "born" criminals, feeble-mindedness as a major cause of criminal behavior and many other unscientific explanations. Today psychiatry is throwing light on the peculiarities of the individual offender and sociologists are examining slums, economic status, marital relations and other social factors which breed misbehavior.

In tune with the times, few newspapers any longer consult phrenologists, handwriting experts, fortune tellers and other quacks whenever a major crime occurs. Instead, they interview scientists and they steadily are adding to their own staffs specialists able to do more than invent "cute" headline-fitting nicknames for murders and their victims.

CRIMINAL PROCEDURE

When a person is arrested and charged with a crime, he is taken immediately to a jail or police station where he is held pending arraignment. If the arrest is made upon the complaint of another person, the magistrate or judge already has provided the arresting officer with a *warrant* which commands him to bring the defendant to court. Anyone seeking the arrest of another must affirm under oath that he has reasonable grounds for belief in the guilt of the accused. A *search warrant* permits search of a premise where there is reason to believe evidence of a crime may be found. Unless police on raids have search warrants their testimony is worthless in court. By a *motion to suppress* the evidence the defense obtains the right to question the arresting officer as to the means by which he gained admittance to the place where the arrest was made. Even though the entrance was legitimate the case still may be dismissed if *entrapment* (inducing someone to commit a crime) is proved.

Arraignment. A person has a constitutional right to be brought into court promptly to be confronted with the charge against him. When that is done he gives his legal answer to the charge. If he remains mute a not guilty plea is entered. Then the court proceeds according to its authority.

Andrew Konstans, 19, of 5700 Michigan avenue, stood mute on arraignment on a murder charge before Recorder's Judge W. L. Swanson. A plea of not guilty was entered for him and he was remanded without bond for examination Dec. 1.

The murder charge resulted from the death of Policeman Arthur Kendricks, 44, of 156 South Wells street. Kendricks died of three gunshot wounds suffered when he interrupted the holdup of a grocery store Nov. 15.

Preliminary Hearing. If the offense is one over which the inferior court does not have jurisdiction, it holds a hearing to determine whether there is enough presumption of guilt to *bind over* the case for grand jury action in the higher court. If it decides differently, it dismisses the case and frees the suspect. In such case, either on a coroner's jury verdict or on the initiative of the prosecuting attorney, the case still can be presented to the grand jury. Persons charged with indictable offenses frequently waive preliminary hearing.

Judge John A. Williams, sitting in Felony court, today ordered three women held to the grand jury under bonds of \$15,000 each in the theft of checks from hallway mail boxes.

If the court in which the prisoner is arraigned has jurisdiction, it holds, not a preliminary hearing, but a trial. Inferior court trials provide abundant human interest material, more than a paper can use.

Frank Peterson, 30, of 2231 Wells street, was called "the lowest of criminals" today by Judge Raymond C. Owens who sentenced him to a year in Bridewell for obtaining money under false pretenses.

Peterson was found guilty of taking \$10 from Mrs. Sarah Thorton, 619 Clybourn avenue, on the promise that he would go to St. Louis to seek her missing husband.

Pending hearing the prisoner may be released on *bail*, usually requiring a bond of cash or security. Sometimes a person is released on a *recognizance*, which is merely his written promise to appear when wanted or forfeit a stipulated sum.

The Grand Jury. The grand jury must be distinguished from the petit jury. It does not try a case but merely investigates crimes which have been committed and decides whether there is enough evidence to warrant the expense of bringing the accused persons to trial in the circuit or district court. The grand jury hears the evidence of the prosecution only, and, on the basis of that *ex parte* (one sided) evidence, it may indict the accused.

An *indictment* may take the form of a *true bill* in case the evidence has been submitted by the prosecuting attorney. If the jury itself gathers

evidence of a crime, the indictment is called a *presentment*. A grand jury is supposed to investigate the conduct of government in the territory served by the court and to consider conditions which it thinks should be remedied by law.

In some states accused persons may be brought to trial upon *informations* submitted by the prosecuting attorney under oath and without a grand jury investigation.

Whenever a crime has been committed and the guilty person has not been ascertained, a *John Doe hearing* is held by the grand jury in the attempt to discover the identity of the person wanted. The prosecuting attorney has the power to summon witnesses to any grand jury hearing.

Grand jury proceedings are secret, but there frequently are leaks from which the reporter benefits. It is contempt of court, however, to publish the results of a grand jury action before it is reported in court. Often newspapers withhold information even longer so that indicted persons not in custody of police can be arrested on a *bench warrant* (or *capias*) without tipoff.

The reporter should watch: (1) the number of indictments naming the same person; (2) the number of counts or charges in the same indictment; (3) the number of persons included in the same indictment. By standing outside the jury room he can determine who the witnesses were and, on his past knowledge of the case, can speculate as to what their testimony must have been. The law under which indictments are returned and the punishment, in case of ultimate conviction, frequently should be obtained. The power of the prosecutor in determining what evidence shall be presented to a grand jury makes him a powerful political figure, and a trained reporter keeps an eye on his office as a public watchdog. In writing his story the reporter must use great care to accredit every statement to the true bill.

Wayne County State's Attorney Roland Walker said today he would ask the September grand jury to take action against three attendants at the Wayne State Central hospital for mistreatment of a patient.

His statement was made in a letter to R. L. Jackson, state's attorney of Brown County in Steffensville, who cooperated in an investigation of the death of Fred Perkins, 60, a Steffensville resident.

Five police officers and six private citizens appeared before the special grand jury investigating police department activities in the jury's second consecutive meeting of the week Tuesday night at East side court.

One of the first police officers to be called was Detective Sgt. Thomas Buzalka who remained closeted with the jury for more than an hour. While awaiting call,

Buzalka chatted with Robert Hull, head of the police garage, and Patrolman R. L. Lincoln, who also appeared before the jury.

Emerging from the jury room, Buzalka left the building hurriedly with a brief "good night" thrown over his shoulder to those awaiting their turn.

Six indictments charging five companies and 14 individuals with illegally obtaining 800,000 gallons of cane syrup were returned by the federal grand jury yesterday before Judge Peter Ennis.

The indictments followed an investigation by the Agriculture and Justice departments to determine how the companies were complying with a supplement to the federal sugar rationing order.

Pleas and Motions. When arraigned on an indictment, or at any time thereafter up to trial, there are numerous pleas and motions that may be made, chiefly by the defense. Those which merely seek delays are called *pleas in abatement*. One such is a *challenge of the panel* (or *to the array*) which contends that the grand jurors were selected or acted improperly. A motion for a *bill of particulars* asks that the charges be made more specific. A motion for a *continuance* is merely a request for a *postponement*. A *severance* may be asked so that a defendant will not have to stand trial with others named in the same indictment.

A *plea to the jurisdiction* challenges the authority of the court. A motion for a *change of venue* asks that the case be transferred to another court or locale or that a new judge be assigned to it. Motions which would stop all action are *pleas in bar*. One is a *demurrer* which contends that even though true the acts alleged in the indictment do not indicate crime. A *plea of former jeopardy* is an assertion that the accused previously has been tried on the same charge.

The two common pleas, of course, are *guilty* and *not guilty*. A modified form of the form is *nolo contendere* by which the accused says he will not contest the charges. It is frequent after a test case when others awaiting trial realize they have no chance to "beat the rap." It keeps the defendant's record clear of an admission but otherwise is the equivalent of a guilty plea. If any civil action is brought against the defendant, this plea cannot be used against him.

The one important plea that the prosecution can make is *nolle prosequi* (*nol pros*) which means "do not wish to prosecute." It is made when new evidence convinces the prosecutor of the accused's innocence or when there is insufficient evidence to convict. If it occurs under any other circumstances, an alert newspaper should expose the fact.

Fifteen to 60 years' imprisonment was in prospect for Frankie Waters, 24-year-old fugitive from a Georgia chain gang, who pleaded guilty yesterday to a charge of

robbery in the first degree to cover a 15-count indictment alleging robbery and assaults on women passengers in taxicabs he had stolen.

Waters entered his plea before General Sessions Judge T. L. Bohn. After the plea had been made by Waters' court-assigned counsel, Charles Shueman, Judge Bohn asked:

"Do you realize that if you plead guilty I can give you no less than 15 years and up to 60 years?"

NOL PROS

Circuit Attorney Franklin Miller today dismissed in Circuit Judge Harry Russell's court indictments against six precinct officials in the Fifteenth precinct of the Fourth ward, charged with fraudulent removal and secretion of ballots in the primary election Aug. 7, 1934.

The indictments were returned Nov. 3, 1934, but the cases have been continued from time to time by the defendants who said they were not ready for trial. The cases were originally assigned to Judge Charles R. Williams, but transferred to Judge Russell on a change of venue.

The last continuance was sought Monday by the state, which said it was not ready for trial, in view of the fact that the State Supreme court had not yet acted on applications for permanent writs of prohibition to prevent the St. Louis grand jury from examining ballot boxes and other election records of the Fourth ward. Miller told a Post-Dispatch reporter that the records were needed to prosecute the cases.

Those indicted were:

—St. Louis *Post-Dispatch*

Other Preliminaries. When a fugitive from justice in one state is arrested in another, he may be returned to the jurisdiction where he must answer charges by *extradition*. The procedure is for the governor of the state seeking custody of the fugitive to request the governor of the state in which he is apprehended to return him. It is newsworthy when such a request is denied, as it sometimes is by a northern governor reluctant to send a prisoner back south; or in the case of an ex-convict who has lived an exemplary life for years since a prison break. In federal courts the equivalent of extradition is *removal* from one jurisdiction to another following hearing before a commissioner.

A description of torture allegedly inflicted upon him in the Georgia State penitentiary was given yesterday by an escaped prisoner as he opened a fight against extradition proceedings to return him to that prison.

He is Leland Brothers, 35, who was released Tuesday from the Stateville penitentiary after serving a one-to-three-year sentence from Brown county for armed robbery.

Yesterday he filed a petition for a writ of habeas corpus in the Wayne County Circuit court.

In both criminal and civil cases *depositions* may be taken with court permission when there is a likelihood that a witness will be unavailable

during trial. A deposition differs from an *affidavit* because it is conducted by a court appointee, both sides are notified and the rules of evidence are followed. In other words, the witness testifies under the same conditions that he would in court; the transcript of his testimony may be introduced as evidence.

Witnesses who do appear in court usually are there as the result of *subpoenas* (court orders) which either side may obtain as a matter of right. A *subpoena duces tecum* orders a witness to produce certain real evidence, usually documents and records.

CRIMINAL TRIALS

Most criminal trials (same is true of civil trials) last only a few hours, or minutes. Some, however, take days, weeks or months. The story the day before or on the day of trial may forecast its probable length, based on statements by attorneys for both sides and what the reporter knows of the probable evidence.

First Stories. The reporter should include in his story (1) careful tie-back to the crime itself—time, place, names, events; (2) the charges as stated in the indictment; (3) the possible outcome, meaning the minimum and maximum penalties fixed by law for all of the possible verdicts in the case; (4) the probable evidence with names of witnesses and attorneys' statements, if obtainable, as to what they will attempt to establish; (5) any unusual angles, as possible difficulty in obtaining a jury; for instance, one side may be expected to favor persons of ages, occupations, religion or politics different from those favored by the other side. Maybe this is the first trial of its kind, or the first in a long time, or a new law may be applied to some part of the proceedings. The possibilities are limitless.

Picking the Jury. After the indictment has been read and the plea entered, and after any last-minute motions have been disposed of, selection of the jury begins. The jury of 12 is picked from a panel of *veniremen* prepared by the jury commissioners or its equivalent. They are questioned by attorneys of both sides and if found unsatisfactory for reasons which are obvious may be *challenged for cause*. In addition, each side has a stated number of *peremptory challenges* for which no reasons need be given; usually the defense has twice as many as the prosecution. Clues to future tactics may be obtained from the types of questions asked veniremen. If, for instance, the prosecutor does not inquire whether they are prejudiced against the death penalty, it is apparent he does not intend to ask for that punishment. If the original panel of veniremen

is exhausted without a jury's being completed, additional persons are summoned; they are known as *talesmen* and in inferior courts may be brought in off the street or selected from courtroom spectators.

Opening Statements. The state leads off with a statement of what it intends to prove and the nature of the evidence to be introduced. The prosecutor presents no evidence. The defense may make its reply immediately or may wait until after the prosecution's evidence has been presented.

Evidence. First witnesses for the state are called for the purpose of establishing the *corpus delicti*, or proof that a crime was committed. All testimony is given in answer to questions by attorneys. After *direct examination* by attorneys for the side calling him, a witness is subjected to cross *examination* by attorneys for the other side. They must restrict their questions to matters about which he already has testified and they often attempt to *impeach a witness* by catching him in contradictory statements. Objections to questions frequently are made by counsel; the judge is the arbiter. Occasionally the jury is taken from the room while argument on admissibility of evidence is debated. A *jury view* is when a jury is taken to the scene of a crime or any other place outside the courtroom for the purpose of seeing anything pertinent to the case.

After it has presented all of its evidence, both through the testimony of witnesses and by exhibits, the state *rests*. Then the defense usually automatically makes a motion for a *directed verdict of acquittal* on the ground that the state has failed to prove its case. Most such motions are denied as automatically as they are made; when they are not, there is a news story. A *mistrial* can result in case of gross irregularity as an attempt to bribe a juror.

MISTRIAL

The overzealous interest of a juror in a robbery case before County Judge Nova in Brooklyn caused a mistrial yesterday, and brought a reprimand from the court. The juror was William E. Rejall, 54 Tompkins place, Brooklyn, who had sat for two days in the trial of Joseph Fernandez, charged with holding up Felix Orrusti, 173 Washington street, Brooklyn.

When the trial opened yesterday, Rejall stood up and asked if he might question the complainant.

"I took the trouble to visit the scene and I want to ask the complaining witness how he could identify anyone in the dark," the juror explained. Judge Nova appeared surprised.

"You are entitled only to the evidence that is submitted in court in the presence of the defendant," the court said. "You should not have gone to the scene. I must declare a mistrial."

—New York Times

All motions having been denied, the defense presents its case, beginning with its opening statement if not already made. Direct and cross examination proceed as before. There follow *rebuttal* witnesses by the state and frequently the recalling of witnesses by either side for further questioning.

Closing Statements. The prosecuting attorney usually has the right to go first and then to follow the attorney for the defense with a brief rebuttal; frequently he waives his right to speak twice and lets the defense go first. These final statements by attorneys are argumentative. Then the judge *charges* the jury, explaining the law in the case, the possible verdicts it can return and the meaning of each. Often the law stipulates the exact wording a judge must use in at least part of his charge. Judges have little right to comment on the evidence itself but by facial expressions, gestures and verbal emphasis they often can prejudice a jury without the fact being evident in a written transcript.

Reporting Trials. In reporting trials of long duration, the reporter bases each new lead on the most important new development since his last preceding story. Factors to consider:

1. Does some new testimony or other evidence contradict or supplement some preceding evidence?
2. Do the questions asked by defense counsel on cross examination portend what the constructive defense case will be?
3. Is any of the evidence surprising; that is, has it been unreported in connection with either the crime itself or the trial?
4. How do the versions of what happened as presented by both sides coincide or differ?
5. Is there consistency of purpose in the types of objections raised by counsel and in the judge's rulings on them? Is the defense laying the ground for possible future appeal?

Seeking answers to these and similar questions involves an interpretative approach to the assignment. Much of the reporting "on deadline," however, is likely to be strictly factual. Often testimony can be presented in Q and A (question and answer) form if there is space; otherwise, it can be summarized briefly or the important parts quoted. The courtroom scene, including the attitude of principals, witnesses, relatives, friends and spectators is newsworthy, especially if there are any disturbances. In capital cases the way the defendant acts when the verdict is announced is of interest.

While Vincent Cilenti, 32-year-old ex-convict was in County Jail awaiting trial on a first-degree murder charge, he allegedly attempted to "shake down" Mrs. Mary

Carmigiano a second time in connection with the bombing of Angelo Pappalardo's home.

This was the testimony today of Albert P. Lauerhaus, alleged confederate of Cilenti, who is on trial for blackmail and bombing of the Pappalardo home.

The trial was interrupted shortly before noon when John Draggio of 3861 Montevista Rd., Cleveland Heights, a state witness, repudiated a statement he made to police in 1942 accusing Cilenti of "shaking him down" for \$100.

Common Pleas Judge Alva R. Corlett excused the jury, summoned attorneys into his chamber and warned them he would not permit perjury in the courtroom.

Tells of Bulldozing

After the noon recess, Draggio reluctantly told a story of being bulldozed by Cilenti into signing papers which Draggio thought made him co-signer for a loan for purchase of an auto. Later, he said, he learned that he had actually been the one to sign the papers and that Cilenti had placed both car and license in Draggio's name, forcing Draggio to make the payments.

Lauerhaus, 32, said it was in November, 1942, while Cilenti was waiting trial in the murder of Peter Laduca (of which he was acquitted) that he sent for Lauerhaus to visit him at County Jail.

"I want you to see Mrs. Carmigiano," Lauerhaus said Cilenti told him. "She owes me some money. Go out and get it for me."

Q.: What did you do then?

A.: I went out and she said she didn't owe Cilenti any money. I didn't get any money from her.

Lauerhaus said he couldn't remember the exact amount of money Cilenti said she owed. Mrs. Carmigiano said in testimony yesterday that after paying Cilenti \$300 she was approached for \$600 more.

Lauerhaus confirmed Mrs. Carmigiano's testimony about how he drove her to see Cilenti in September after the Pappalardo home had been bombed.

Then James P. Hart, assistant county prosecutor, asked him: "Did you ever have any conversation with Cilenti about the bombing?" Lauerhaus said he did, talking to him about how Mrs. Carmigiano had complained that Cilenti had bombed the home without telling her about it or getting her approval.

"What does she think I am, a damn fool?" Lauerhaus said Cilenti told him. "Does she think I'd tell her when I'd be there so she could be in the window waiting for the explosion?"

Mrs. Carmigiano, 1392 SOM Center Rd., Mayfield Heights, yesterday told how Cilenti extorted \$300 from her for bombing a neighbor's home without her knowledge or approval.

Mrs. Carmigiano, a real estate agent, said Cilenti first came to see her early in 1942, when she lived on Arrowhead Ave., about renting a house. Later, she related, he returned saying he understood she was having trouble with a neighbor.

Mrs. Carmigiano said she told him of arguments she had with the family of Angelo Pappalardo, 19408 Arrowhead Ave.

A.: He said I should punish the people next door.

Q.: What did you say?

A.: Well, I don't know how to punish them. I'm only a widow. There's nothing I can do about it.

Q.: What did Cilenti say to this?

A.: He said: "I can take care of it for you." I asked him in what way. He replied: "Just leave it to me. We know how to take care of it for you." I told him I didn't want anybody hurt.

Mrs. Carmigiano moved from Arrowhead Ave. in May, 1942. The Pappalardo home was bombed July 8. She told DeMarco she read of the bombing in the newspapers. Then Lauerhaus came to see her several times, she said, telling her: "Cilenti wants to see you."

On the second or third visit he came at night and pushed his way into her house, Mrs. Carmigiano said.

Q.: What happened, then?

A.: He took me in his car to 82d St. and Quincy Ave. He left me in the car awhile. I waited about an hour, so I went into a cafe and asked for Cilenti. They said they didn't know where he was. I went back to the car and someone came out and took me to Cilenti. Cilenti said to me. "The job is done. The boys want their money."

Mrs. Carmigiano said she asked: "What money?"

"They want \$300."

"For what?"

"For the Pappalardo job," she said Cilenti replied.

Asked for Receipt

The interview, she testified, closed with Cilenti driving her home and telling her to get him the money by 2 p.m. that day. She said she borrowed the money from a friend, took it to Cilenti's home, accompanied by one of her sons. She said she gave the money to Cilenti and when she asked for a receipt she testified he told her:

"Oh, no. We don't do business that way."

Mrs. Carmigiano denied she was operating a still in 1941, but added that Cilenti's purpose in coming to rent a house from her was to establish a hideout for operation of a still. S. M. Lo Presti, defense attorney, sought to show that the money transaction between Mrs. Carmigiano and Cilenti involved a bootlegging deal rather than a bombing.

—Cleveland Press

Verdicts. The jury leaves the courtroom and deliberates, with the foreman presiding. After the case is over the reporter may find out, by questioning jurors, how many ballots were taken and how the vote stood each time. The length of time it takes a jury to reach unanimity is newsworthy. If no decision ever is reached, the jury is said to be *hung*, and there is a *mistrial*. Some indication of how a jury is thinking may be obtained if it returns to the jury room to ask further instructions or to have part of the evidence read to it again. The reporter's best tipster as to what goes on in a jury room is the bailiff standing guard at the door.

The defendant must be in court when the verdict is read. If a verdict is reached late at night, it may be written and *sealed* and left with a court official, so that the jurors may leave. All, however, must be present when the verdict is opened. The losing side may demand a *poll* of the

jury, which requires each juror to declare that he concurs. If any juror changes his mind during such a poll, it is "hot" copy.

Newark, N. J., Jan. 15.—(UP)—An 11-member Federal Court jury tonight acquitted Joseph S. Fay, American Federation of Labor construction union leader, of evading payment of \$118,000 in income taxes.

The verdict was returned after the jury deliberated two hours and 40 minutes.

Government witnesses had testified that Fay had received numerous bundles of cash from contractors on the Delaware Aqueduct project in 1940, 1941 and 1942.

Funds Used to Entertain

Fay testified, however, that the money he received was used as an "entertainment fund" that he spent on "key men" in labor circles to keep other labor unions from making trouble for the builders.

The jury of seven men and four women received the case at 7:15 p.m. after hearing an hour-long, carefully worded charge by Judge Thomas Meany, and returned its "not guilty" verdict at 9:55 p.m.

Conviction Review Awaited

Fay, now awaiting a U. S. Supreme Court review of his conviction for conspiracy and extortion from contractors on the Delaware project, was charged in three counts with withholding payment of \$118,879 in taxes.

When the woman jury foreman, Vivian Everson, announced "not guilty on the first count," a group of spectators applauded loudly.

Judge Meany rebuked them, warning, "There will be no more of that." The acquittal verdicts on the second and third counts were then read.

As the verdicts were read, tears welled up in Fay's eyes and he told one of his attorneys: "That's all I want."

Acquittal Appreciated

A moment later he told a group of friends congratulating him: "Words can't express my appreciation for myself and my family."

Fay's case was deliberated by an 11-member jury after the 12th member was disqualified when it was discovered he had been, until last December, a member of the International Union of Building and Housing Engineers (A.F. of L.) of which Fay is vice-president.

Sentences. A jury's verdict is advisory only; the judge accepts or rejects it. He may grant a defense motion to *set aside* the verdict and grant a *new trial* if there have been errors which he knows would cause an appellate court to reverse the verdict and *remand* the case. A motion for *arrest of judgment* accompanies such motions to postpone sentencing.

The leeway permitted a judge in pronouncing sentence is established by statute for each crime. In some cases he may have no choice at all; convictions on a certain charge may mean an automatic sentence of a certain kind. A *suspended sentence* is one which the convicted person does not have to serve pending good behavior. It is rapidly being replaced by *probation* which gives the convicted person limited freedom of action

under the supervision of probation officials; if anyone violates the conditions of his probation he serves not only the original sentence but an additional one also because of the violation. Probation is most common for minors and first offenders. It should not be confused with *parole* which is the supervised conditional release of prisoners who already have served part of their prison terms.

If someone is convicted on more than one count, he may serve his several sentences *concurrently* or *consecutively*. If the former he serves only the longest of the several sentences; if the latter he serves the accumulated total of them all. An *indeterminate* sentence sends a convicted person to the penitentiary for "not less than" a designated number of years, and "not more than" another number of years. The exact time of his release is determined by the state board of paroles. Usually he is not eligible to apply for parole until after at least one-third of his time has been served, so judges often give maximum penalties to run consecutively to make release on parole unlikely.

Clarence Whittle, 20, of 187 South Water street, was sentenced by Judge John S. Anthony in Criminal court yesterday to serve a term of not less than 10 years to life in the penitentiary for armed robbery.

Judge Anthony overruled a motion for a new trial before pronouncing the sentence. Whittle was convicted by a jury Jan. 10 of holding up a tavern at 1700 Ashland avenue, on Sept. 1 and taking \$190.

Whittle faces charges of murdering Michael Storms, 50, a tavern owner of 5800 Market street, on July 15. Four others have pleaded guilty to participating in the shooting of Storms and a fifth is under sentence of 20 years in prison.

Federal Judge John P. Altman today deferred a prison sentence for one of two men convicted of black market meat deals and reduced a fine against their company from \$50,000 to \$25,000.

He approved a stay of execution until March 15 for Martin Orton, president of the Orton Meat Packing company, on his penitentiary sentence of a year and a day.

Orton, who lives at 151 West Monroe street, and Walter Sherwood, of 989 Wells street, secretary-treasurer of the company, were given identical sentences by Judge Altman Sept. 1.

The government charged them and the company with filing false subsidy claims with the government to obtain \$155,000, with having sold meat at overceiling prices and failure to set aside 1,300,000 pounds for the armed forces.

On motions of Oscar Nethercott, attorney for the defense, Judge Altman granted the stay to Orton today so another man can be found to head the company, and reduced the \$50,000 fine against the company to \$25,000. Sherwood will surrender Monday to the U. S. marshal.

Assistant U. S. Attorney Bernard Whiteman opposed the motions, asserting the two had "at least \$150,000 in black market money," and had refused to cooperate with the government in a costly investigation of their activities.

"At the time I assessed the fine I wondered if it were not too drastic," Judge Altman said. "Now I think it was."

Punishment. Despite the trend toward individualized treatment of lawbreakers and the substitution of theories of reformation and protection of society for theories of retaliation and expiation, the criminal law still requires that a convicted person "pays his debt to society." To carry out any sentence is to *execute* it, although the popular connotation of the word limits it to cases in which capital punishment is inflicted. The death penalty rapidly is passing out because judges and juries are reluctant to impose it. It is within the power of a governor to *commute* any sentence: that is, to reduce it, as from death to life imprisonment. A governor also can issue a *reprieve* which, however, is merely a postponement of execution. A *pardon* is a granting of freedom. If absolute it restores civil rights. If conditional it prescribes limits to the ex-convict's behavior. Few states as yet have adequate systems for recompensing persons proved to have been imprisoned wrongly.

CHAPTER XXI

COURTS; CIVIL LAW; APPEALS

There are times when judges need some plain speaking to, and upon such occasions an alert, fearless and vigorous press is a public godsend.

—Editorial, Wheeling (W. Va.) *News*

To consent to the right of judges to punish criticism of their past ineptitudes would be to concur in the establishment of a judicial oligarchy such as has not afflicted us heretofore.

—Editorial, Baltimore *Sun*

Gentlemen of the press, I have no control over your actions or speech, nor am I trying to run the newspapers, but the time has gone by when the merits of a case shall be tried in the papers. I must ask the press to express no opinions as to the merits or faults of things done in course of the trial, or the veracity of testimony of the different witnesses or alleged inconsistencies among the witnesses. It is not within the privilege of the press. As highly as this court regards the press, it will insist that the case be not tried in the newspapers. Please do not think this is censure.

—Judge Joseph B. David,
Chicago Superior Court

Perhaps the most serious problem so far as the punishment of criminals and the actual functioning of the courts are concerned, is the publication, before trial, and sometimes before capture of the person accused of crime, of testimony of witnesses, and of the actions, clues, surmises and theories of the prosecuting officers.

Before arrest, this may interfere with and lessen the chances of apprehension and increase the criminal's chance of escape. One of the most serious problems in the administration of justice is detection. As our jurors are a cross-section of our social life, it becomes difficult to secure jurors to try a case fairly. Many of them, having read the colored reports following the commission of the offense, have formed an opinion of the facts and if not actually disqualified will disqualify themselves.

—Judge Leon R. Yankwich,
Los Angeles Superior Court

The most serious criticism of American criminal procedure today, is that the judges of the courts permit newspapers to usurp the court's own duties and functions.

Newspaper interference with criminal justice always appears most flagrantly in celebrated criminal cases. Those judicial proceedings, therefore, in which American criminal justice most needs to be a calm investigation of the truth are, on the contrary, most violently "hippodromed" and "panicked" by the press.

Not the least serious result of this interference in the business of the courts is the jeopardizing of the defendant's life or liberty if he is innocent, or the jeopardizing of the defendant's conviction, both in the trial court and the Appellate court, if he is guilty.

—American Bar Association Committee
on Criminal Procedure

JUST AS IT IS ESSENTIAL FOR a sports reporter who covers baseball to understand the rules of the game, so is it necessary for the reporter assigned to the courts to know the basic structure of American law.

KINDS OF LAW

Roughly, all laws can be divided into *public* and *private* (usually called *civil*), the distinction being whether the state (organized society) is a party to the litigation. The dichotomy is not exact because government can be a party to certain types of civil actions. In general, however, the distinction holds. Branches of public law include: constitutional, administrative, international and criminal, with the ordinary reporter, of course, being most interested in the last.

The two major divisions of private, or civil law, are *common law* and *equity*. The former is that law which was developed through the centuries in judicial decisions in English courts, and—roughly again—it can be divided into *real* and *personal* law. Real law relates to the possession of and title to property whereas personal law relates to attempts to recover damages for injuries received, to enforce a contract, to bring about the return of property and to similar matters. The two major divisions of personal law relate to *contracts* and *torts* (all injuries received other than by violation of con-

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tract). Equity law, as developed in the equity (or *chancery*) courts of England, begins where law leaves off. One does not go to equity to recover damages for injuries to himself or his property, but to compel someone to do or to refrain from doing something. Modern equity courts handle such matters as injunctions, foreclosures, receiverships, partitions, etc.

The law administered in the courts originates either (1) in the acts of Congress, of a state legislature, or of some other lawmaking body, such law being known as *statutory*; or (2) in the accumulated decisions of courts both here and in England, such law being known as *common law*. Courts adhere to the principle of *stare decisis* (let the decision stand), which means that lawyers quote at length from decisions in earlier cases in the attempt to show that the case in hand should be decided similarly. When there has been a pertinent decision by the Supreme Court of the United States or some state appellate court, the issue may seem clear cut. Usually, however, such is not the case. Either the matter at hand differs in some essential from the previously decided case, or the appellate court decision is limited in scope. Also, there may be conflicting decisions in apparently identical cases.

Young reporters should know that, despite the apparent inconsistencies in both the written (*basic*) law itself and common law decisions, and despite their ability to find citations to substantiate both or all sides of almost any argument, lawyers as a whole profess belief in the existence of absolute justice, and hold that the purpose of any court case is to find the abstract principle which applies. Such lawyers are not conscious rogues, whose main interest is to "play a game" and win a judgment for their clients at all costs. They have been trained to think in a precise specialized manner which makes it easy for them to rationalize their actions, even though to the layman the results may not seem tantamount to anything resembling common sense or justice.

THE COURT SYSTEM

A knowledge of the court system of the state in which he works is essential to the reporter assigned to cover the courts. If he moves from one state to another he will discover that even the names of generally similar courts may differ. For instance, what is known as a Circuit court in Indiana is called a District court in Nebraska, a Superior court in Massachusetts and a Supreme court in New York.

The jurisdictions of courts differ also, even between counties of different sizes within the same state. For instance there may be a separate

probate court in one county or state whereas probate matters may be handled by the Circuit court or its equivalent in another place. One court may handle both civil and criminal matters or there may be different courts (*common pleas* courts are civil courts; courts of *oyer and terminer* are criminal courts). Similarly law and equity courts may be separate or combined. The practice is growing of establishing special branches of courts to handle particular kinds of cases, and these branches may be referred to in news stories by their specialized names, as Renters' court, Juvenile court, Traffic court, Divorce court, etc. To the reader it makes little or no difference that such courts really are only branches of a circuit, municipal or county court, but the reporter should know their nature.

It is particularly important that the reporter know which are *courts of record*; that is, ones which keep a permanent record of their proceedings. What happens in *courts not of record* is not privileged and the newspaper which covers them must be careful to avoid committing libel.

Difference in both the *substantive law* (defines what is and is not proper behavior) and *adjective law* (defines legal rules and procedures) also provide potential snares for unwary newsmen. For instance, in one state grand larceny may be defined as stealing anything worth more than \$15, whereas in another state stealing anything worth less than \$100 or \$1,000 may be petty larceny. Since inferior courts generally can handle petty larceny cases but not grand larceny cases, the same offense committed in one jurisdiction will be tried in one type of court whereas, if it happens in another jurisdiction, it will be tried in a different type court. In one jurisdiction a civil action may be considered to have begun with the filing of a complaint, whereupon the reporter is safe in reporting it; in another, however, the action is not considered to exist until the other party has been notified. Similar rules may affect all motions by attorneys and court rulings.

Fortunately, the similarities between the 48 court systems are greater than their differences. Roughly the typical system is as follows:

Inferior Courts. These are the courts with the least amount of jurisdiction. Generally they can handle criminal cases involving misdemeanors for which the punishment is a fine only. Their jurisdiction in civil matters generally is limited to cases in which the amount of money does not exceed a few hundred dollars. Among the most common of such courts are the following: *justice of the peace* (townships); *police magistrates* (limited to a city or a section of a city);

and *city* and *municipal* courts, which, however, in some larger places may have much greater jurisdiction.

County and Probate Courts. The jurisdiction of a county court depends upon what other state courts exist. Thus, it may be an inferior court or a court of first instance, with unlimited jurisdiction in civil and criminal matters. In other cases, it may operate mostly as a probate or juvenile court or as overseer of the election machinery and county institutions and agencies concerned with poor relief, adoptions and similar matters. Probate courts supervise the disposition of the estates of deceased persons and may also handle adoptions, lunacy hearings, commitment of feeble-minded and insane persons and guardianships for minors and incompetents.

Courts of First Instance. The "backbone" courts are the circuit, superior, district, supreme or whatever they are called. In them all kinds of civil actions may be brought and, unless there are separate criminal courts, criminal matters as well. In some states there are separate equity, divorce and other courts, but in a large majority of states the court of original jurisdiction either has separate calendars or branches for different kinds of civil actions. The criminal court may be set up separately or may be a branch of the circuit court. It may handle all kinds of criminal matters, or there may be separate courts for felonies (as the Court of General Sessions in New York). The number of circuit or district courts in a state is dependent upon the state's size and population. A large city or county may be a circuit in itself and may be permitted a large number of judges, the exact number being established by constitution or statute. Outside of thickly populated areas a circuit may include two, three, ten or more counties and the judges may hold court at different times in different county seats. The number of terms annually and often their length is established by constitution or statute.

Appellate Courts. These courts do not try cases originally, but only review decisions reached by courts of jurisdiction in the first instance when defeated parties, dissatisfied with lower court decisions, appeal to the higher courts. In smaller states there is likely to be only one appellate court, usually called supreme, ranging in size from three to 23 judges, either appointed by the governor with the consent of the state legislature or elected (at large or by divisions). In larger states there are intermediate courts of review, often called circuit courts of appeal, which, however, seldom if ever receive appeals involving constitutional or other important matters. Some of the decisions of the

intermediate court may be appealed a second time to the highest appellate court, either as a matter of right or with that court's permission. The three, five, seven or more members of an intermediate appellate court may be appointed or elected, or they may be regularly elected circuit or district court judges assigned to appellate court duty by the supreme court. Appellate courts do not try cases as lower courts do; they merely pass on the arguments of attorneys in the case as presented to them in written form (*briefs*) and orally (at *hearings*). The practice is growing to permit new evidence not introduced in an original trial of a case to be presented to an appellate court, but this is not yet common practice. All appellate court decisions are by majority vote of the judges; there never is anything resembling a jury trial in an appellate court.

Federal Courts. Although it is growing in importance with the passage by Congress of an increasing number of laws defining as federal crimes certain offenses of which formerly only the states took cognizance, and with the establishment of additional federal court districts, the federal judicial system is outside the worries of the average small city reporter. Anyone arrested in his territory for a federal offense is taken for arraignment to the nearest city in which a federal court is situated.

Despite the activities of the Federal Bureau of Investigation (G-men) in recent years, kidnapping is not a federal offense because Congress does not believe the Supreme court would hold constitutional a law declaring it such. The so-called Lindbergh law makes the transportation of a kidnaped person across state lines a federal offense which, together with the federal law against sending ransom notes through the mails, allows the G-men to enter kidnapping cases.

Similar technicalities permit federal agents to participate in other criminal cases. For instance, automobile theft is not a federal crime but transporting stolen automobiles across state lines is prohibited by the Dyer act; seduction is not a federal offense but transporting a female across state lines for immoral purposes is prohibited by the Mann act. The notorious Al Capone was not convicted in a federal court for gangsterism but for failure to make a faithful federal income tax return.

In addition to those suggested, cases commonly handled by the federal courts include the following: (1) frauds against the federal government, including embezzlements from national banks; (2) citizenship and denaturalization cases; (3) violations of federal income tax

and other revenue laws; (4) violations of post office regulations, including sending threats and other improper material through the mail, rifling mail boxes and other interferences with the mails; (5) violations of federal statutes as the food and drug acts, anti-trust act, Securities and Exchange act, Interstate Commerce act, narcotics act, Railway Labor act, etc.; (6) bankruptcy proceedings.

Officers of the Court. Officers of a circuit court or a court with similar jurisdiction are: (1) *judge*, who presides during trials, decides points of law, rules on the admissibility of evidence, instructs juries as to the law, pronounces final judgments and sentences, admits criminal defendants to probation, etc. In fact, the judge is the court and even his oral orders are authoritative and violations of them constitute contempt of court; (2) *clerk of court*, who receives applications and motions made formally to him for the record, preserves pleadings until used in a formal trial, prepares a court docket and trial calendar with the cooperation of the judge, during a trial records all motions and prepares records and orders of the judge, receives moneys paid to the court as fines, damages and judgments, etc.; (3) *prosecuting attorney*, who prosecutes all civil and criminal actions in which the state is a party, defends actions brought against the county, examines all persons brought before any judge on habeas corpus, gives legal opinions to any county officer or justice of the peace and, in general, represents the constituency electing him in all legal matters. The prosecuting attorney usually is called *district attorney* or *state's attorney*; (4) *public defender*, paid by the state to defend persons unable to afford private counsel; where no such officer exists the court often appoints a member of the local bar to serve in that capacity; (5) *bailiff*, who acts as sergeant-at-arms, announces the opening of court (Hear ye, hear ye, etc.), keeps order in the court room, calls witnesses, ushers jurors from the jury room, acts as messenger, etc. Many bailiffs really are *sheriff's deputies*, assigned to the courts. In justice of the peace courts the comparable officer is the *constable*; in federal courts it is the *marshal*; (6) *masters, referees* and *commissioners*, act as "assistant judges," in civil matters. They hear protracted testimony and make recommendations to the judge who has final authority. Masters act in *chancery* (equity) matters and referees in *common law* matters. Commissioners in state courts are appointed for particular tasks, mostly investigative; federal commissioners are examining magistrates in criminal matters; (7) *court reporter*, who is not an elected official but a licensed stenographer authorized to take verbatim testimony and prepare notes in a tran-

script as evidence called a record. The court reporter may sell copies of his transcript to parties engaged in a trial; in cases of appeal several copies of a transcript are necessary; (8) *a friend of the court*, a temporarily appointed adviser to the judge who serves during the particular case for which he is selected; (9) *jury commissioners*, who make up a jury list or panel consisting of the names of a certain number of voters in the territory served by the court for each term of court. In smaller counties the board of supervisors appoints the commissioners; in larger counties they are appointed by the county judge.

CIVIL LAW

Through codification and/or passage of civil practices acts, many states have simplified both the substantive and adjective law. Whereas formerly it was necessary to bring parts of the same action in different courts, in the federal courts and many state courts it now is possible to ask for both legal and equitable relief in the same action. For instance, you can ask for *damages* (legal relief) and for an *injunction* (equitable relief) to prevent continuation of the cause of injury in the same complaint.

The reporter must be warned, however, that such is not universally true. Several Atlantic seaboard states in particular still adhere to old common law and equity definitions and procedures. In those states you would not bring a simple action to set aside a contract, or to force compliance with it, or to recover damages because of its breach. Rather, you would bring an action in *covenant* (to recover money damages), or *debt* (to recover specific sums), or *assumpsit* (for damages if the contract was not under seal), or *detinue* (to recover specific chattels). Similarly a damage suit (tort action) would be one in *trespass* (for money damages), or *trespass on the case* (if injuries were not the direct result of the action complained of), or *detinue* (to recover specific chattels) or *replevin* (a statutory right to recover both property and damages) or *trover* (damages in case the property is lost, destroyed or otherwise incapable of return) or *deceit* (damages for a wrong committed deceitfully).

Starting an Action. In non-code states a common law action is an *action at law* whereas a case in equity is a *suit in equity*. In federal courts and states with civil practices acts, there is just one *civil action*. To start it the *plaintiff* (he who brings the action) files a *petition* (also called *declaration* or *complaint* or *statement of claim*) stating clearly the alleged cause for action and the relief which he wishes the court to

grant. Each paragraph of the complaint is numbered and is called a *count*. When he files an *answer*, as he must do within a specified period to avoid the plaintiff's winning a *judgment by default*, the *defendant* (often called *respondent*, with any third parties mentioned as equally guilty, being *co-respondents*) must admit or deny each count. In the old days litigants could continue arguing a case on paper almost indefinitely. Under simplified procedures, the *pleadings*—as all such written arguments are called—are limited to two or three by each party.

There follows a typical complaint:

STATE OF ILLINOIS }
COUNTY OF COOK } SS

IN THE SUPERIOR COURT OF COOK COUNTY

IRIS GARDNER,

Plaintiff

—vs—

CHARLES W. WRIGLEY,

Defendant

} NO. 43 S 10542

COMPLAINT AT LAW FOR
BREACH OF CONTRACT

JURY DEMANDED

Now comes IRIS GARDNER, plaintiff in the above entitled cause, and complains of the defendant, CHARLES W. WRIGLEY, as follows:

1. That the plaintiff was, on the 15th day of October A.D. 1937 temporarily sojourning in the City of Chicago, County of Cook and State of Illinois; and, on the date aforesaid, she was about to depart from said city, county and state, and return to her domiciliary city and state, to-wit: St. Louis, Missouri.

2. That plaintiff had a long social acquaintance and friendship with the defendant, CHARLES W. WRIGLEY, prior to October 15, A.D., 1937, when, on the date aforesaid, she, the plaintiff, at the special instance and request of the defendant, CHARLES W. WRIGLEY, met the defendant, CHARLES W. WRIGLEY, in his offices, located at 400 North Michigan Avenue, in the City of Chicago, County of Cook and State of Illinois, and that at the place and on the date aforesaid, plaintiff entered into a verbal agreement with the defendant, CHARLES W. WRIGLEY, the substance of which agreement is hereinafter verbatim alleged.

3. That the defendant, CHARLES W. WRIGLEY, was then, and is now, engaged in the advertising business, and was then, and is now, reputed to have considerable material wealth.

4. That the plaintiff was then, and is now, a woman possessed of pulchritude, charm, and numerous other attributes and qualities to enchant, charm and grace any person; or, in fact, any social circle.

5. That the defendant, CHARLES W. WRIGLEY, met the plaintiff, at the place and on the date aforesaid, at his special instance and request; and then and

there the defendant, CHARLES W. WRIGLEY, was expressly charmed and enchanted by the plaintiff, because of plaintiff's charm, graciousness, and other womanly qualities and attributes and thereupon the defendant, CHARLES W. WRIGLEY, informed plaintiff that she was the person for whom he had been searching to assist him, socially and in his business. Whereupon, the parties entered into a verbal agreement, which, in words, figures and substance, is as follows:

(a) The defendant, CHARLES W. WRIGLEY, verbally agreed with the plaintiff to pay plaintiff the sum of One Thousand Dollars (\$1,000) per month, either in cash, or by letters of credit, or in any other mode or manner the plaintiff might see fit, provided the said sum was paid in full to the plaintiff, before the expiration of each and every month, commencing on the 1st day of November, A.D. 1937, during the rest of her natural life; and the defendant, CHARLES W. WRIGLEY, further agreed, in order to protect plaintiff, in the event he predeceased plaintiff, to create a trust in the sum of Two Hundred and Fifty Thousand Dollars (\$250,000.00), said trust to be evidenced by a trust agreement, the provisions of which trust agreement were to provide that the plaintiff would be entitled to receive the proceeds, rents, profits and emoluments accruing therefrom, during the plaintiff's natural life.

(b) That in consideration of the said verbal agreement, the plaintiff was to cancel her then imminent departure, as aforesaid from the City of Chicago, County of Cook and State of Illinois; and it was further agreed that the plaintiff should reside and domicile continuously in the City of Chicago, County of Cook and State of Illinois, during the natural life of the defendant, CHARLES W. WRIGLEY, in order to assist the defendant, CHARLES W. WRIGLEY, in his social activities, as the defendant might, from time to time, direct, which social activities, according to the defendant, CHARLES W. WRIGLEY, could be efficaciously performed only by the plaintiff, or by some other member of the fair sex with abilities co-equal to those possessed by the plaintiff.

(c) That in pursuance of said verbal agreement, the plaintiff remained, resided and domiciled, and continues to remain, reside and domicile, in the City of Chicago, County of Cook, and State of Illinois; that the defendant, CHARLES W. WRIGLEY, in pursuance of the terms of said verbal agreement, obtained or rented an apartment on behalf of the plaintiff, at the St. Clair Hotel, and paid plaintiff (in cash or by check, or paid the expenditures of the plaintiff directly to plaintiff's creditors) the stipulated consideration thereof to-wit: One Thousand Dollars (\$1,000.00) per month, including the rental for said apartment; and that the defendant, CHARLES W. WRIGLEY, continued to comply with the terms of said agreement until on or about the 30th day of May, A.D. 1943, on which date the defendant, CHARLES W. WRIGLEY, expressly repudiated the same, verbally informing and advising plaintiff that he would no longer continue payment, thereof, in view of his reduced financial status.

6. That in pursuance of the terms of said verbal agreement, the plaintiff heretofore has exerted much effort, and expended her youth, grace and charm, to the end of ameliorating defendant's social as well as esthetic, well-being.

7. That at the time the aforesaid agreement was entered into defendant was approximately twenty (20) years plaintiff's senior.

8. That the plaintiff has performed each and every condition of her contract with the defendant, CHARLES W. WRIGLEY, whether precedent or subsequent, and she is not in default thereof.

9. That the defendant, CHARLES W. WRIGLEY, has wilfully and maliciously, and without any just cause, but merely whimsically, breached the provisions of said verbal agreement.

10. That the plaintiff has sustained damages, by reason of the breach of said agreement by the defendant, CHARLES W. WRIGLEY, in the sum of Five Hundred Thousand Dollars (\$500,000.00).

WHEREFORE, plaintiff brings her suit, and asks that a judgment be entered in her behalf and against the defendant, CHARLES W. WRIGLEY, in the sum of Five Hundred Thousand Dollars (\$500,000.00) and costs.

This is how the Chicago *Sun* handled this news:

Suit for \$500,000 charging breach of contract, was filed in Superior Court yesterday against Charles W. Wrigley, 71, brother of the late William Wrigley Jr., chewing-gum magnate, by a woman who described herself as possessing "pulchritude, charm, and manner."

She is identified in the bill as Mrs. Iris Gardner, 41, of the St. Clair Hotel.

Her complaint, according to the bill, alleges that Wrigley is not paying her \$1,000 a month. He agreed to do this back in 1937, she said, and kept up the payments for six years before quitting.

Wrigley Indignant

Wrigley, head of an outdoor advertising firm, with offices at 400 N. Michigan av., indignantly denied the entire alleged transaction. Reached at his home, 10 Canterbury ct., Wilmette, he said:

"It's an outrage to file a suit like that. The lady's husband worked for me 15 years ago.

"She never worked for me. As to the payments of \$1,000 a month, why, that's crazy! Where would I get the money? She started after me just after Charlie Chaplin's trouble."

Asserts Trust Fund Pledged

According to the bill, Wrigley, uncle of Philip K. Wrigley, owner of the Chicago Cubs, agreed to pay Mrs. Gardner \$1,000 a month for life and, if he died first, leave a \$250,000 trust fund to provide the income.

In return, the bill continued, Mrs. Gardner was to "assist him socially and in his business." The agreement, Mrs. Gardner said, was verbal.

Note: (1) the reporter obtained information other than that contained in the complaint; (2) he exercised great care in ascribing every fact based on the complaint to the complaint itself, by means of such phrases as "according to the bill," and "the bill continued." It is abso-

lutely necessary never to allow any statement in a story based on a legal document to stand by itself, even at the risk of boring repetition of references.

During the course of his day the reporter watches for the filing of actions which are newsworthy either because of the persons or the amount of money involved or because of the unusualness of the charges. He should not be deceived, however, by exorbitant demands, especially in damage suits. Otherwise, he will be chagrined to learn that a \$10,000 action was settled out of court for \$250, as often happens.

Mrs. Beatrice Barnitz, 49, of 116 Park dr., Glenview, sued for separate maintenance yesterday in Superior Court, charging that her husband, Rudolph, 50, of 1936 Orrington av., Evanston, had a gross annual income of \$200,000, but gave her and her invalid son only \$12.50 a week support.

The suit charges Mrs. Barnitz has been forced to take in boarders to provide a living for herself and her son, Roger H. Rex, who is crippled by arthritis and unable to work.

Plan to Move Charged

The suit contends that Barnitz, owner of the Barnitz Studios, Inc., 1718 Sherman av., Evanston, has opened a prosperous branch studio in Santa Catalina, Calif., and intends to move his entire business there, leaving his wife and son to "shift for themselves" in Glenview.

The Barnitzes were married June 21, 1924 and separated in February, 1938, at which time Mrs. Barnitz charged her husband with extreme cruelty.

Accounting Also Asked

In addition to requesting separate maintenance, the suit also asks the court to compel Barnitz to make an accounting of his business assets.

Mrs. Barnitz asserted that when the business began in 1932, she invested \$4,500 in it but did not receive any stock for her money.

—Chicago Sun

A federal suit charging the Denmark Brewing Co. of Denmark, Wis., and its officers with conspiracy fraudulently to misapply \$400,000 of the firm's funds, mishandle corporate affairs, deal in black market operations in the purchase of corn, sell beer at overceiling prices and ship beer in short measure was filed in federal court here Thursday by Barney Levin, Chicago, a stockholder of the company.

The suit names Alvin Bardin, Portage, president of the firm; Anne Bardin, Green Bay, a director; Archie Bardin, Green Bay, vice-president; Lawrence P. Bardin, Denmark, general manager, and Fred O. Wakeman, Green Bay, secretary-treasurer. Levin also charged the officers with failing to make true and correct state and federal income tax returns.

Levin seeks a court determination of damages to the company, repayment to the brewery of any damage, appointment of a receiver and a full accounting of funds.

—Milwaukee Journal

A \$18,000 damage suit was filed in Superior court yesterday by Mrs. Alice Allison, 50, of 179 North Shore drive, for injuries which she said she suffered when a

truck collided with a car in which she was riding at McCormick boulevard and North Shore drive last May 1.

Eric Swanson, 55, of 2900 Milwaukee avenue, Mrs. Allison's nephew, was at the wheel of the car, the petition alleges, when a Petroleum Motor company truck violated traffic signals and smashed into it at high speed. The company and Ralph T. and Ernest J. Walton, its owners, are the defendants.

Defending an Action. A defendant who has been properly served by *summons* (law) or *subpoena* (equity) must answer within a prescribed time or at least file an *appearance*, which is an acknowledgment and indication that he will answer later. When the answer is filed the reporter scans it for its contents.

To avoid answering the defendant may enter a *motion to dismiss* the action, contending that the plaintiff has no legal right to bring it. In such a motion he may challenge the jurisdiction of the court or the sufficiency of the process by which he was notified of the beginning of the suit; or, most importantly, he may contend that the plaintiff has failed to state a ground for action. Under old procedures he may enter a *demurrer*, which is a plea that, even if true, the facts alleged do not constitute a cause for action. He also may plead that the *statute of limitations*, setting the time limit within which such action can be brought, has been violated.

To delay or postpone the case the defendant may resort to dilatory tactics by a *plea in abatement* which may: (1) *challenge the array*; that is, question the procedure by which the panel of veniremen (potential jurors) was selected as the case nears trial; (2) ask a *change of venue*, which is a transfer to another court or branch of the same court on the grounds that judge or jurors are prejudiced; (3) ask a *continuance*, or postponement for any of a variety of reasons, the merits of which the judge must decide; (4) be a *motion to quash* because the summons was defective.

A special kind of answer is one in *confession and avoidance* wherein the defendant admits the facts but declares he acted within his legal rights. A *counterclaim* is an answer in which the defendant not only denies liability but contends that the plaintiff is obligated to him. Counterclaims are frequent in damage cases involving automobile accidents; each driver blames the other.

When several actions related to the same incident are begun, the court may order that there be a *joinder of parties* or *joinder of causes*. On the other hand on its own motion or that of one of the parties, the

court may grant a *severance* when co-defendants make separate answers. A third party who believes his interests are affected by the action may petition the court for permission to file an *intervening* petition to become either a plaintiff or defendant.

Complications in the divorce suit of Constantin Dantes against Mrs. Marie Busch Jones Dantes arose today with announcement by Carl Enger, attorney for Mrs. Gertrude Stuprich, Dantes' former wife, that he would file an intervening petition in the suit against Mrs. Marie Dantes.

Basis for the intervening petition, Enger said, would be Dantes' failure to pay \$7.50 a week for the support of his 17-year-old daughter, Bertha, as provided in the divorce obtained by Mrs. Stuprich in Circuit Judge James E. McLaughlin's court last Nov. 15. . . .

—St. Louis *Post-Dispatch*

So that he will understand what is going on the reporter should be familiar with a few other types of motions: (1) a *bill of particulars* may be demanded by the defendant if the complaint is unclear or not sufficiently specific; (2) a *bill of discovery* may be asked if the defendant wishes to examine documents or other material in the plaintiff's possession; (3) either party may ask permission to submit an *interrogatory*, or set of questions, to the other to obtain necessary information; (4) scandalous, redundant, irrelevant or otherwise objectionable portions of any pleading may be eliminated if the court grants a *motion to strike*.

Civil Trials. Unless there is a *default judgment* (or *decree*) because of failure of the defendant to answer; or a *summary judgment* because the answer is inadequate; or a *judgment by confession* because the defendant admits the plaintiff's charges, the issue becomes joined and, upon motion of either party or the court itself, the case is placed on the trial calendar.

Most civil trials today are heard by a judge alone. In fact, it generally is necessary to make a formal request and pay a court fee at the time of filing a complaint or answer to obtain a civil trial by jury. Except for the preliminary step of selecting the jurors, theoretically the procedure is the same. The steps are as follows:

1. Opening statement by plaintiff, through his attorney, of what he expects to prove.
2. Opening statement by defendant.
3. Direct examination of plaintiff's witnesses.
4. Cross-examination by defendant of plaintiff's witnesses.
5. Direct and cross-examination of defendant's witnesses.

6. Re-direct or rebuttal witnesses for plaintiff.
7. Closing statements by both sides, plaintiff speaking first, then the defendant, and, finally, rebuttal by plaintiff.

In actual practice, a hearing before a judge usually is informal. With all of the principals and their attorneys and witnesses clustered about the bench, the judge may interrupt, change the usual order of procedure and take a hand at questioning himself. Then he either takes the case under *advisement* (meaning he wants to think it over before deciding) or he enters a *judgment* for either plaintiff or defendant, in a law action, or a *decree* if the case is one at equity. Even if there is a jury it can only recommend what *damages* are to be assessed against the loser in a law action; the final decision is up to the judge and, upon motion of the losing party or on his own initiative, he can disregard the jury's findings and enter a *judgment notwithstanding the verdict*.

Damages may be: (1) *general*, meaning they are the same as might be expected to compensate anyone for the type of loss proved to have been incurred; (2) *special*, those peculiar to the particular case; (3) *nominal*, which are trifling and for the purpose of moral vindication only, or (4) *exemplary*, assessed in addition to the general or *compensatory* damages, to punish the other party.

A judgment for \$119,358 against the Continental Securities & Holding company as stockholders in the Grand National bank, was ordered by Federal Judge Moore today in favor of John W. Snyder, receiver of the bank. The amount of the judgment represented a double assessment against the company as holders of 1,101 shares of the bank's stock and \$9,358 accrued interest.

—St. Louis *Post-Dispatch*

A civil action may end in a *nonsuit* if at any time the plaintiff fails to continue; such a judgment naturally is for the defendant. So is a *dismissal*, the difference being, however, that in case of a nonsuit the plaintiff may begin another action whereas a dismissal is a final disposition of a case, unless it is a *dismissal without prejudice* which usually comes upon request of the plaintiff himself. A *consent* judgment is entered when the court approves an out-of-court agreement between the parties. A *declaratory* judgment, obtainable in federal courts and some state courts, is an informatory opinion in advance of any legal action; by means of it the court declares what its decision would be in the event action were brought. Its use prevents much expensive and useless litigation.

An ordinary judgment or decree is either: (1) *final*, or (2) *conditional*, which means certain acts (as exchange of property) must be performed before it becomes final, or (3) *nisi*, (unless) which means it be-

comes final after a certain lapse of time if certain forbidden acts do not occur, or (4) *interlocutory*, in which case restrictions on behavior—as against remarriage—are designated.

Enforcing the Civil Law. There is no imprisonment for debt in the United States, so a plaintiff may not be much better off after he receives a judgment against the defendant than before. By applying for a *writ of execution*, the judgment creditor can force sale of the judgment debtor's property to satisfy his claim, but if the debtor does not possess enough assets to meet the obligation, it is often better to allow the judgment to stand as a lien against what he does have until the day when it is wise to enforce it. To discover a debtor's assets a creditor may obtain a court *citation* ordering the debtor to appear in court for questioning by a referee. Failure to comply means that one may be cited for *contempt of court* which, in some cases, may be punished by imprisonment. In such cases, however, the judgment creditor usually has to pay for the debtor's keep. The inmates of "alimony row" in the county jail are contemptuous divorcees.

A 19-year-old youth was cited for contempt of court yesterday because he wanted to go to jail in place of his older brother.

Wayne Sanderson, of 245 South Park avenue, a maintenance man, identified himself as Robert Sanderson, 30, of the same address, who faces a jail term for being \$50 behind in his alimony payments, when deputy sheriffs appeared to serve Robert with an attachment.

Some time later the deputies learned of the deception. Then they took the youth before Judge J. R. Kennedy of Superior court and renewed their search for the older brother.

The deputies reached Robert by telephone and told him what Wayne had done. Robert then rushed to the courtroom and identified himself as the true defendant in the alimony case.

But Wayne insisted to Judge Kennedy that "I'm willing to go to jail for my brother. He'd do the same for me."

"Your brother has given himself up, so I'm going to give you another chance," replied Judge Kennedy. "It's all right to stand by your brother, but you must not put yourself in his place. You cannot fool with the processes of the court."

He fined young Sanderson \$20 on the contempt charge, but continued the hearing to Nov. 1 to give him time to raise the money. Robert's alimony case was continued to today.

Either at the beginning of a suit or after a judgment has been obtained, the plaintiff may obtain a *property attachment*, placing the defendant's assets under control of the court to prevent their conversion. A *body attachment* or *execution* is a court order to arrest a principal to prevent his untimely departure from its jurisdiction. A *ne exeat* decree is

an order forbidding such departure. *Garnishment* proceedings are for the purpose of attaching a debtor's income, usually his salary, for the benefit of the creditor.

If a court becomes convinced that a supposedly closed case should be reopened, it can entertain a motion to *reinstate* a case which has been dismissed, to *set aside* a verdict, to *vacate* a judgment or to *review* a decree. A *writ of audita querela* stops execution of a judgment when new evidence is presented. A *writ of supersedeas* orders a court officer to stop execution which has not gone too far.

Many damage suits contain a *malice* count which means that the alleged injury was committed intentionally or because of gross negligence. If the court upholds the contention, the guilty defendant may be jailed if he fails to satisfy the judgment.

CIVIL ACTIONS

There is a seemingly interminable number of kinds of actions. Judges and lawyers with years of experience pore over ponderous legal tomes for hours to refresh their memories regarding many of them. The lay reporter cannot be expected to master the intricacies of even an appreciable number of them. If he understands the basic differences between the major types of actions and can translate the most frequently used legal language, he can get along. There are several good law dictionaries which he can consult when he "encounters a new one." What follows are a few suggestions concerning some of the kinds of actions which are most newsworthy:

Damage Suits. The news interest usually is in the incident giving rise to the action: an automobile accident, surgeon's error, etc. If so, perhaps the paper carried a story at the time, which means the account of the filing of the complaint should contain a careful tieback. The reporter should get: names and addresses of principals; the plaintiff's version of exactly what happened, all charges being carefully accredited to the complaint; the comments of the defendant on the charges; the amount of money demanded; is there a malice count?

Divorce. Distinguish between it and *annulment*, and between *separate maintenance* and *alimony*. What are the grounds (desertion, cruelty, etc.)? Watch out for libel when reporting specific incidents cited as grievances (beatings, criminal behavior, etc.). The reporter should obtain: names and addresses of both principals; date of marriage and of separation; names and ages of children and what bill requests regarding them; suggested disposition of property; whether alimony is requested;

whether wife asks court to authorize use of her maiden name. When case comes to hearing testimony, of course, can be reported; state whether defendant contests case or allows decree to be obtained by default.

Mrs. Marie Busch Jones Dantes, named in a divorce suit filed Tuesday by her former gardener, Constantin Dantes, entered her appearance and a general denial of her husband's allegations, and asked for restoration of her former name, in pleadings filed at Clayton yesterday.

Circuit Judge Raymond E. LaDriere set the case for hearing next Thursday. It was understood Mrs. Dantes would not contest.

Her answer admitted their marriage at Waterloo, Ill., May 8, but denied Dantes' allegations that she had berated him, saying he was "neither fish nor fowl," and that on June 22 told him she would not live with him as his wife.

Mrs. Dantes, 52 years old, is the widow of C. Drummond Jones, bridge expert and former tennis star, and daughter of Mrs. August A. Busch, Sr., and the late Mr. Busch.

Dantes, who was employed at the Jones home on Weber Hill road, St. Louis county, was working yesterday on the Huntleigh Village estate of Percy J. Orthwein, brother-in-law of Mrs. Dantes. Neither she nor Dantes would discuss the divorce action with a Post-Dispatch reporter yesterday. —St. Louis Post-Dispatch

Alleging that her husband locked her in the home from Feb. 1 to March 28, falsely accused her of infidelity, threatened her and refused to let her sleep, Mrs. Rosa Withrow, 30, formerly of 159 Oak avenue, sought divorce from Robert, 30, in a suit filed in Circuit court Friday. Three previous suits for divorce have been dismissed upon reconciliation of the couple, the suit said. Attorneys for Withrow would make no comment.

Temporary alimony of \$200 a week, plus \$300 a month for rental of her apartment in the North Side hotel, was awarded yesterday to Mrs. Irene Boyd, whose husband, Thornton, earns a reported \$65,000 annually.

"Judge, I don't see how I can get along on that," protested Mrs. Boyd to Superior Judge R. A. Clark.

She listed her expenses as \$2,500 for furs and \$500 owed to two department stores for other clothing.

Judge Clark referred the matter to a master in chancery to determine the amount of Boyd's income from two insurance companies, both in Fort Worth.

Foreclosures. A person who defaults in payments on a mortgage stands to lose the property through foreclosure proceedings. In most states, however, he has an *equity of redemption*—a period of time in which to pay up, even though a court has awarded the property to the mortgage holder.

Evictions. The Renters' court always is a fertile source for human interest stories. The legal name for actions to evict is *forcible entry and detainer*. During housing shortages renters' courts are crowded. The

reporter does well to examine the statutes of the state for sections pertaining to the rights of landlords to evict or refuse to rent to families with children or pets. He also should read up on statutes and court decisions related to *restricted covenants* whereby property owners are forbidden to sell or lease to Negroes, Jews or members of other minority groups, or are otherwise restricted in the use of property.

Civil Judge Robert Kreuger Monday granted renters 30 stays of evictions, ranging from 3 to 60 days. He declared that the police powers of the court would be exercised during the emergency caused by the end of OPA to provide temporary relief for persons unable to find new homes.

The law provides that after a 30-day eviction notice is up, the court can hold the property for a reasonable time, thus giving the tenant a chance to find a new home. Judge Kreuger said this power will be used to help prevent hardship to persons unable to find suitable quarters.

A "reasonable" stay of execution will be granted in all cases of necessity, the judge promised, and this may be renewed if a tenant can show that great hardship will result to him unless an extension is granted.

When Mrs. Ruth Moore returned to her apartment at 97 Walton place on June 1 after a trip to Vermont she found her furniture gone and the flat occupied by her landlord, Arnold Schwartz. The landlord, the local rent office discovered, had vacated his own apartment and was trying to rent it at a premium.

Yesterday at the behest of the rent office, Judge Ronald Cook in U. S. District court, ordered Schwartz out of the apartment. He also ordered him to restore Mrs. Moore's furniture and not to attempt any more illegal evictions.

Condemnation Suits. When a new street or highway or public building is planned, the proper government agency uses its right of *eminent domain* to purchase—at a fair price—any privately owned land needed for the improvement. Property owners often resist such taking of their property or hold out for higher compensation. Public clamor may cause a change in official plans, as happened when property owners in Connecticut objected to the headquarters of the United Nations' being established there.

A jury of six men and six women in Circuit Judge Thomas Roscoe's court Wednesday found that it is necessary to condemn five parcels of land in the town of Brownville in order to build a storm sewer on the Waupaca creek and reroute the creek.

City Attorney Donald Waterbury of Brownville filed the petition for condemnation. The purpose of the project is for flood control and public health.

Rerouting of the creek would begin on the east city limits of Brownville at the foot of 12th street and extend east to Donaldson avenue.

Owners of the land had said that the rerouting was not necessary and suggested that Brownville engineers should widen and deepen the present creek.

Receiverships. Creditors or stockholders of a corporation or individuals in financial difficulties may apply to an equity court for appointment of a receiver to conserve assets and rescue the business. A chancery receivership, intended to put a going concern back on its feet, must be distinguished from a receiver in bankruptcy, who is in charge of liquidating a defunct institution. Many banks, hotels, transportation and other companies continue operating under receiverships for years. Often newspapers uncover scandals regarding political favoritism in appointment of receivers or companies with which they do business. Reporters should watch the periodic reports which receivers must make to the courts appointing them.

Bankruptcy. A financial failure may file a *voluntary petition* in bankruptcy, or his creditors may file an *involuntary petition* in his case. The reporter should examine the inventory filed with the petition, to obtain: total assets; total liabilities; nature of the assets (stocks, real estate, controlling interest in other companies, etc.); nature of liabilities: clues as to reasons for failure. Bankruptcy matters are handled by the federal courts. Each petition is referred to a *referee in bankruptcy*, a permanent court officer; the *trustee* is elected by the creditors and, if approved by the court, takes over the task of liquidating the assets and distributing them on a pro rata basis. Instead of dissolving a business, a company may undergo *reorganization* under a court-approved plan. Usually some creditors are "frozen out" when such happens, and the legal jockeying between them to avoid that happening is newsworthy when the company is important. Since every action of a trustee must be approved by the court, the reporter can keep close to the situation.

The Copacabana night club, recently in a dispute with Singer Rudy Vallee over unpaid salary, today filed papers for bankruptcy.

Owners of the cabaret, 201 N. State, listed debts of \$321,447.45 and assets of only \$81,785.45.

Part of the total debt, Attys. Norman Nachman and Eli Herman reported in a U. S. Dist. court petition, is \$10,000 still owed to Vallee.

The lawyers said about \$500,000 was spent to open the drink, dine, dance and floorshow place last Sept. 25. There was not enough capital to operate as planned, they said.

The bankruptcy petition asks that the club be kept in operation to pay off some of the debts.

—Chicago Times

Injunctions. Distinguish between a *preliminary restraining order*, which is issued by a judge on ex parte evidence only and without notice, and between *temporary* and *permanent* injunctions. The orthodox pro-

cedure is for the court to issue a temporary order to the defendant to appear in court and "show cause" why it should not become permanent. In the meantime the alleged offensive conduct must cease. Injunctions are used to prohibit government agencies and officials from exceeding their authority; to test the constitutionality of a law; to restrain picketing and other activities by labor unions; to restrain corporations from acts injurious to stock or bondholders; to compel persons to keep the peace and not interfere with the civil liberties and other rights of others; to stop and prevent nuisances, and for other purposes.

An injunction restraining four defendant unions and their members from violence and intimidation was granted Saturday by Circuit Judge John C. Kleczka to 170 non-striking employes of the A. J. Lindemann & Hoverson company stove plant.

The 170 employes had also asked the court to limit the number of pickets but the court denied that plea. In this denial Judge Kleczka departed from a precedent set about a year ago by Judge John J. Gregory, who limited pickets at the Wisconsin Bridge & Iron works to a definite number at the request of a group of non-striking employes. —*Milwaukee Journal*

Fifteen minutes after four contractors had begun work on the foundation of the \$2,000,000 City Hall in Baymore yesterday they were forced to quit operations by a restraining order signed by Supreme Court Justice Samuel Kalisch.

A half-dozen steam shovels of Hugh Montague & Sons, Inc., general contractors, were in action on the square-block site at Twenty-seventh street and Avenue C when Alfred Brenner, a lawyer, arrived with the court order. —*New York Times*

A temporary order restraining the city board of election commissioners from doing anything further concerning the advisory referendum on the school tax maximum was issued today by Superior Judge Frank Case.

The action was brought by Thomas E. Reddcliffe, secretary-business manager of the school board, to prevent the referendum, which its opponents have labeled misleading.

A hearing was set for 2 p.m. Friday when the court will determine whether the temporary order should be made permanent.

Superior Court Judge Thomas Fay has signed an order temporarily restraining the officers of the Better Garment Manufacturers association from paying themselves two bonuses totaling \$20,000, it was learned yesterday. His restraining order was the result of a suit brought by three members of the association who alleged that the bonuses, voted for work in negotiating the collective agreement with the union and other trade associations in the field, were obtained under questionable circumstances.

EXTRAORDINARY REMEDIES

The equitable relief provided by an injunction originated as an extraordinary remedy, but has become so common it no longer is extraor-

inary. Almost the same is true of *habeas corpus*, whereby a jailer is required to produce a prisoner in court to answer charges against him. Dating from Magna Charta, it is one of the great Anglo-Saxon democratic protections.

Other so-called extraordinary remedies include:

Prohibition. This is a writ issued by a superior court to one of inferior jurisdiction commanding it to desist in handling any matter beyond its authority to consider.

Circuit Judge John A. McDaniels took under advisement today a motion for a permanent writ of prohibition to restrain Civil Judge Michael Finnegan from trying an unlawful detainer action against Thomas Dirksens & Sons, clothiers. The writ had been sought by Attorney James Whitacker, who argued that the state legislature had exceeded its constitutional authority when it gave the Civil court powers which it did not also give the Circuit court.

Certiorari. This also is an inquiry into the behavior of a lower court after it has taken some action. Thus, it usually operates as an appeal, to bring about a review of the lower court's action in the higher court. In granting a writ of certiorari or *writ of review*, as it is called, however, the higher court merely agrees to look into the matter. It may return the case later.

Mandamus. This writ is directed by a higher court to administrative officers, corporations or an inferior court ordering some action required by law. It does not specify what the action must be—as in a case where a required appointment is overdue—but it does demand that some action be taken.

Circuit Judge Philip Molter Friday signed an alternative mandamus against owners and operators of the Peacock ballroom, Inc., 960 South Shore drive, instructing them to allow Miss Ruth Fairchild, a former cashier there who lives at 1800 South Shore drive, to inspect the company books.

The petition said that Miss Fairchild had invested \$5,000 in the company, and that for the last month the corporation had refused to let her inspect the books, although she has a statutory right to do so. She said she wanted her money back.

Named as defendants in the petition were Nathan White, manager, and Robert Kane, president. Neither would comment.

Quo Warranto. By this writ a higher court inquires into the right of a public official to hold office or of a corporation to exercise a franchise.

PROBATE PROCEEDINGS

When a person dies, the state supervises payment of his debts and distribution of his property. If he dies *testate* (that is, if he leaves a will),

unless someone can prove that the contrary should be done, the court sees that its provisions are carried out. It usually appoints the *executor* named in the will to supervise settling the estate; that official, often a relative of the deceased, posts bond for about one-and-a-half times the estimated value of the estate and receives a commission when his work is done. If there is no will (deceased died *intestate*) the court appoints an *administrator*. In many states there now are public administrators. Either executor or administrator receives *letters testamentary* to authorize his work which includes notification of beneficiaries named in a will, or legal heirs if there is no will; advertising for bills against the estate; collecting money due the estate; preparing an inventory of the estate, etc.

John T. Dempsey, public administrator, yesterday was granted letters of administration in the estate of Max Oser, who married Mathilde McCormick, younger daughter of Harold F. McCormick and his first wife, Mrs. Edith Rockefeller McCormick. The letters were issued in the Probate court of Judge John F. O'Connell, on the request of Don M. Peebles, attorney for the public administrator.

Peebles said that while Mrs. Mathilde Oser and two children, Peter, 17 years old, and Anita, 19, live in Los Angeles, Oser died in Switzerland Oct. 7, 1942, leaving no will and no next of kin in Illinois. His estate has assets here, Peebles said, that must be conserved and it is the duty of the public administrator to evaluate the assets and file a federal income tax return by June 15.

Mrs. Oser is a sister of Fowler McCormick of Chicago, president of the International Harvester company. Oser was 64 at his death and at the time of his marriage gave his occupation as a major in the Swiss army.

—Chicago Tribune

Filing a Will. The first step in probate proceedings is the filing of the will by whoever has it in custody or finds it. Reporters watch for such filings of wills of prominent persons recently deceased. In their case it is news whether the estate is large or small. As a matter of fact it usually is difficult or impossible to determine an estate's size from the will itself; it is not known with certainty until an appraisal is made months later. An ingenious reporter in some cases can estimate value by determining the market value of securities, the assessor's valuations of real estate and by similar investigating. Frequently the nature of an estate is newsworthy as a person may be revealed to be owner of property which he was not known to possess. From the will the beneficiaries can be determined and often they contain surprises. The first news story should mention when and where the will was drawn and possibly the witnesses. In small places virtually every will is newsworthy; in larger places only those of important persons or involving large estates receive mention.

Admitting to Probate. The reporter must not confuse filing a will and admitting a will to probate which is done by court order upon petition of the executor or someone else. Before such a petition is granted it must be "proved" to be genuine and there also must be proof of heirship; usually referees supervise such matters which are routine. If anything happens to disturb the routine, it probably is newsworthy.

The will of Richard W. Young, founder and chairman of the board of the Young corporation, who died March 1, at the age of 70, was admitted to probate today by County Judge Thomas Sullivan.

The executors are Thomas B. Young and R. L. Waters. Waters declined to place an estimate on the size of the estate, but it is generally understood to be in the millions.

Sets Up Trust Fund

The will sets up a trust fund on behalf of 11 relatives of the industrialist. The division is as follows:

One sixth of the estate to Thomas B. Young, now president of the Young corporation, a nephew. One-eighth to Frank Young, a nephew. One-eighth to Ruth Young Stoddard, a niece.

One-twelfth to Louise R. White, a niece. One-twelfth to Margaret Rolnick, a niece. One-twelfth to Nancy Young, a niece. One-twelfth to Mary Sheridan, a niece. One-twelfth to Robert Carpenter, a nephew. One-twelfth to Richard Sheridan, a nephew.

One-twenty-fourth to Patricia Young, a grand-niece and one-twenty-fourth to Kent Young, a grand-nephew.

May Be Liquidated

The will provides that the Young Investment company, established by Young, may be liquidated within 12 months of his death and the assets distributed to the stockholders, this with the approval of the executors. It is also provided that the entire estate shall be liquidated within 20 years and may be liquidated, if the executors approve, in ten years.

Virtually the entire estate of the late Richard Beach, president of the South-eastern Life Insurance company, was bequeathed to his widow, Ruth, 320 North Wisconsin avenue, under terms of his will admitted to probate today by County Judge Philip Owens.

The only possessions she will not receive are his jewelry, clothing and other personal effects, which were bequeathed to his only son, Richard Beach, Jr.

The petition asking that the will be admitted to probate, valued the estate's personal property at "about" \$45,000 and real estate at "about" \$20,000. Beach wrote in his will:

"I have made no provisions in my will for gifts to charities, having during my lifetime, in cooperation with my wife, been a party to the support of various charitable organizations and I do this because I know that my wife will carry on the program."

Judge Owens, confessing that it was "a little out of the ordinary" for him to make comments at such times, said:

“‘Dick’ Beach came a long way. His success never spoiled him. He was a credit to the community for which his family may well be proud.”

Contesting a Will. By law an interval, which varies from three months to two years, must elapse between the time a will is admitted to probate and a *final accounting*. During that period suit may be brought to break the will, perhaps by a disgruntled relative who was disinherited. Common charges are that the deceased was unduly influenced when he made the will, or was not in full possession of his mental faculties. Sometimes it is charged that the will filed was not the most recent. Such suits usually are filed in courts other than that handling routine probate matters.

Enrollment in a correspondence school was held today by Judge Charles Sinkler of Orphans Court sufficient to qualify Miss Margaret A. Leek for a ninth share of the \$32,000 estate of Clement L. White, formerly of Harrisburg, who died January 8, 1945. He was an executive of the Pennsylvania Farmer.

He gave a ninth share of the estate to each of three charities and a ninth share to each of six second cousins who “have been a registered student at an educational institution within the period of three years prior to my death.”

Miss Leek, of Fairfield, Idaho, had enrolled for a correspondence course with the LaSalle Extension university of Chicago during that period and completed 20 of 28 assignments of the modern salesmanship course. . . . —Philadelphia *Bulletin*

Trustees of the \$1,000,000 fund left by Kate Buckingham to establish a public memorial to Alexander Hamilton have acted in good faith, Judge Benjamin P. Epstein ruled today in the Circuit Court in dismissing a suit which charged that they conspired to block the project so that the money would go, instead, to the Art Institute.

Under terms of the will, failure to build the memorial before 1947 would cause the money to go to the Institute. Judge Epstein asserted that the trustees had shown that war conditions have delayed the project and that they promised to continue efforts to erect a statue.

Judge Epstein also ruled against the contention that Walter B. Smith and Chauncey McCormick should be dismissed as trustees of the fund because they also are directors of the Institute. That fact was known to Miss Buckingham, the court said.

The court also declared that the architect, Eliel Saarinen, had no further claim against the fund, holding that the \$18,000 fee he had received from Miss Buckingham was sufficient for services rendered. —Chicago *Tribune*

Suit to contest the will of Mrs. Margaret W. Miller, widow of Charles B. Miller, an official of Carson Pirie Scott & Co., whereby she left most of \$100,000 to friends, was filed in Circuit Court yesterday by six relatives, including three sisters and a brother. Mrs. Miller plunged to her death from a room in the Palmer House last July 27 at the age of 68.

The suit charges she was “eccentric and peculiar” and “susceptible to influence

and blandishments," and that undue influence was put upon her in making the will. Attorney Coram T. Davis, co-executor under the will, who was left a \$20,000 bequest, was her close financial adviser, and Attorney Vernon E. Victorine, also left \$20,000, was his associate, the bill points out.

—Chicago Sun

Thornton Meade, retired vice president of the Acme Specialty corporation, who died last October at 86, left an estate valued at \$4,000,000, twice the estimate at the time the will was filed for probate, it was revealed today with approval of the inventory by R. L. Cox, assistant probate judge.

The inventory included 32,000 shares of the specialty firm's stock, which at today's quotations would aggregate \$1,597,750. Also included were bonds to the extent of \$1,950,000 of which \$486,000 is in United States Treasury notes, and \$360,000 cash.

Attorney Frank Baird, who submitted the inventory, estimated that one-half of the estate will be taken by state and federal inheritance taxes. One-third of the estate goes to his widow, Mary, and the rest into two trust funds to benefit descendants.

RULES OF EVIDENCE

To "feel at home" as he should, whenever he steps into any courtroom, a reporter must understand the fundamental rules of evidence.

Nature of Evidence. Most evidence is in the form of testimony by witnesses. Other forms of evidence include objects and written material introduced as exhibits. Together they constitute the *proof* whereby it is intended to influence the court's decision. All evidence must be (1) *material*—have a direct relation to the case; (2) *relevant*—pertinent, and (3) *competent*—authoritative. Otherwise, the court will uphold an *objection* to its introduction.

Burden of Proof. In a civil action it is *preponderance of evidence* that counts; in criminal cases the state must prove guilt *beyond any reasonable doubt*. At all times the burden of proof rests with the side which must refute evidence which, if allowed to stand, would be injurious to it.

Presumptions. The law presumes that any situation known to exist at one time continues to exist unless proof to the contrary is provided. Thus good character and impeccable behavior on the part of all citizens is presumed until disproved.

Judicial Notice. Common knowledge, such as the organization of government, size and location of cities and countries, business practices, etc. need not be proved in court. Instead, the court "takes notice" of them unless challenged for doing so.

Qualifications of Witnesses. Children, wives, husbands, insane persons, felons, dependants, interested lawyers and other parties once were barred from testifying. Today the restrictions are much lighter.

Almost anyone competent at the time of trial or hearing can be a witness; the credibility to be attached to his testimony is a different matter.

Privilege. The Constitution of the United States protects anyone from being compelled to testify against himself. In actual practice refusal to testify because to do so might incriminate oneself often is a "dodge." No lawyer can be compelled to reveal what a client has told him in confidence. Similar protection is afforded physicians and clergymen in many cases, and, in a few states, newspapermen.

Leading Questions. Witnesses tell their stories in response to questions by attorneys. Those questions cannot be so worded as to suggest the answers desired.

Hearsay Evidence. A witness can testify only to that of which he has firsthand knowledge. He cannot draw inferences from the facts. Exceptions to the rule include dying declarations, spontaneous declarations, confessions and admissions against one's interest.

Opinion Evidence. Anyone is an authority on matters which he has witnessed or which are within the knowledge of an ordinary person. Experts must be qualified before their testimony is considered credible. An expert's opinion often is obtained by means of a *hypothetical question* in which a situation comparable to that at issue is described.

Real Evidence. Clothing, weapons and objects of all sorts are introduced as exhibits. So are models and photographs.

Circumstantial Evidence. Correct inferences often can be drawn from evidence pertaining to a person's behavior both before and after a crime is committed and from his known capacities and predilections. A great deal of the evidence in both civil and criminal cases is circumstantial rather than by eye witnesses.

Best Evidence. Copies of documents are admissible only when there is proof that originals are unavailable. In every case the court demands the best possible evidence regarding any point.

APPEALS

Since the trial judge passes on motions for new trials, not many are granted. Only in rare cases, however, does a judge refuse to grant a dissatisfied party the right to take his case to the appellate court. In criminal matters no appeal is possible by the state in the event of acquittal, but a convicted defendant can appeal; and in civil matters either side can do so.

The distinction between *appeal* (of civil law origin) and *writ of error* (of common law origin) is virtually nonexistent today. Where it exists it means that in the former instance a case is removed entirely from the

lower to the higher court which then can review both the law and the evidence; a writ of error, by contrast, is an original proceeding, not a continuation of that in the lower court.

Appeals are either *as of right* or by *permission* of the upper court as the statutes designate. Common grounds on which an appeal can be made are: (1) irregularity of the submission of evidence; (2) new evidence discovered since the trial ended; (3) misconduct of the jury; (4) lack of jurisdiction of the court; (5) an error by the judge in instructing the jury; (6) incompetent witnesses; (7) excessive damages allowed (in civil cases); (8) influencing or packing of the jury by the adverse party.

A *bill of exceptions* (also called *statement of the case* or *certificate of reasonable doubt*) must set forth clearly and completely the grounds on which appeal is taken. It may be accompanied by a *brief* in which the details are made more elaborate and the case as a whole summarized, although the trend is toward simplification of procedure so that only one document is necessary. Certified copies of *transcripts* and *abstracts* of lower court records also are submitted.

A bill of exceptions to the decision of Fulton Superior Court Judge Walter C. Hendrix upholding Herman Talmadge's claim to Georgia's governorship was being readied Thursday by counsel for Acting Gov. M. E. Thompson in preparation for a prompt appeal to the State Supreme court.

Attorney General Eugene Cook, who represents Mr. Thompson in the suit originally brought by former Gov. Ellis Arnall for a declaratory judgment to settle the gubernatorial tug-of-war, said he hoped to get the bill of exceptions to the Supreme court by the first of next week.

Both sides were agreed on a quick appeal to the state's highest tribunal of the decision handed down at McDonough Wednesday. Said Mr. Talmadge, "The sooner, the better." Said Mr. Thompson, "The people are entitled to the earliest possible final decision in this issue."

The McDonough case can be heard on the March calendar of the Supreme court if docketed before noon Feb. 19. Under Supreme court rules all cases docketed before that deadline will be heard the week of March 10. Because of numerous other cases ahead of it, the governorship contest probably will be heard on March 12.

—Atlanta Journal

The party taking the appeal is known as the *appellant* or *plaintiff in error* and the other party (usually the winner in the lower court) as the *appellee* or *defendant in error*. It is good practice for a reporter always to ask a defeated party in an important case whether he intends to appeal. Otherwise he first learns of such action by a *notice of appeal* filed in the appellate court. Today such notice acts as an automatic *stay of proceedings* or *supersedeas* to hold up execution of any lower court judgment

or sentence. In some jurisdictions, however, it is necessary to petition for such writs.

If the higher court's permission is necessary, whatever the court decides regarding a petition is news. If it agrees to review a case it sets a date for *oral arguments* by attorneys. Then it takes the case *under advisement*. Each justice studies the case independently before the court meets to discuss it. After a vote is taken, the chief justice assigns one justice to prepare the *majority opinion* supporting the court's *decision*. Other members may prepare *concurring opinions* or *dissenting opinions*. Any part of a decision which deals with background not directly pertinent to the case at hand is called *obiter dictum*; it explains the mental processes by which the justices formed their opinions.

By its decision the appellate court *upholds* or *reverses* or *modifies* the lower court's decision. A *mandate* is an order to a lower court to take any kind of action, and the upper court *remands* the case to the lower so that it can act.

Only experienced reporters are likely to be assigned to cover appellate court proceedings. By the time he has mastered the art of handling lower court news, he will be thoroughly qualified to do so.

The United States Circuit Court of Appeals took under review yesterday the criminal conviction of Henry Lustig, millionaire restaurateur, and two others on charges of having defrauded the Federal Government of \$2,872,766 in income taxes owed by the Longchamps Restaurant chain.

Decision was reserved after arguments for three and a half hours by former Gov. Nathan L. Miller, attorney for the appellants, and Bruno Schachner, assistant United States Attorney.

Convicted last June 20 on all 23 counts of an indictment were Lustig, who was sentenced to four years in jail, and fined \$115,000; E. Allen Lustig, his nephew, secretary of the restaurants, who received a three-year sentence, and Joseph Sobol, an accountant, who was sentenced to two years.

Mr. Miller pursued the argument presented at the trial that the defendants were entitled to immunity from criminal prosecution because of an alleged voluntary disclosure made to William J. Pedrick, collector of internal revenue for the Second District, by Allen Lustig on March 26, 1945.

He told the court that the question to be decided was whether such immunity existed when a disclosure of delinquency had been made prior to the start of a government investigation and if such a self-incriminating disclosure could be used as a basis for criminal conviction.

Mr. Miller said that at the trial the question of fraud was not contested and that the only question litigated was whether a voluntary disclosure had been made before a Treasury investigation started. He said that a ruling by the lower court judge, Harold Kennedy, that the Treasury Department was not morally bound to keep a promise of immunity from prosecution had the effect of virtually decimating the verdict . . .

—New York Times

CHAPTER XXII

POLITICS; ELECTIONS

What the newspapers do with political writings is, in brief, to dignify rumors and dress them up as though they were facts. . . . What chance, I submit, has the public of learning the truth about politicians when the vaunted "Fourth Estate" permits itself to be ordered about like a valet? . . . The system has made of the American politician a privileged character, a man whose private life becomes sacrosanct and inviolate unless he is so clumsy as to be drawn into a lawsuit or arrested. . . . The American politician could become intoxicated nightly, beat his wife, use snuff, write free verse or indulge in any other vice, I maintain, with slight danger of exposure. . . . Probably 75 per cent of the news that comes from Washington is news that some politician desires to see in print. Whether it is true or false, propaganda or not, is seldom even a matter for slight reflection.

—Henry F. Pringle in *Harpers*

The tendency of today strongly favors independent journalism. Party loyalty naturally holds many newspapers to support their respective political parties, but not to the extent of preventing criticism where deemed warranted. But of whatever party the typical modern newspaper opens its columns to free and full presentation of both sides of public issues and no newspaper that refuses to do so meets its obligation to the public.

—Clark Howell, *Atlanta Constitution*

We do not think party allegiance should guide an editor. If issues are to be decided and discussed on merit and reason alone, as they should be, party allegiance cannot dictate, of course, since partisanship inevitably entails emotional prejudices. A truly independent newspaper must meet individual issues honestly both in reporting and commenting editorially no matter whose toes are trod upon.

—Harvey Ingham,
Des Moines Register and Tribune

Political writers should be instructed to gather the news accurately and fairly, irrespective of party. Editors should call the shots as they see them without regard to party. The press owes a larger duty to the public than to any party.

—Lee Wood, *New York World-Telegram*

Loyalty to a party label divorces a newspaper from its convictions and makes it a lady of the evening. A newspaper should support policies and persons which, in its judgment, often unsound, deserve support. It then will save its soul, sometimes its face. Reporters should be instructed to write uncolored news. Editors should be uninstructed delegates.

—Tom Wallace, *Louisville Times*

CHAPTER OUTLINE

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THE AMERICAN POLITICIAN is a practical business man. What he sells is his public service which the public purchases with its ballots. His remuneration is employment by the electorate with all the emoluments that the position entails. As a merchant the politician is responsive to consumer demand and, in turn, attempts to influence that demand. Although independents in other lines of business have been able to withstand the competition of Big Business with its holding companies, chain stores, etc., the lone wolf in politics is virtually hopeless. Any success he attains is temporary; to get far he must align himself with one of the two large rival organizations which, since the Civil war, have divided the nation's political profits with very little loss to third parties.

Since communism and fascism began to threaten democracy in Old World countries and since the American New Dealers introduced a new note in our political life, newspaper readers have become more conscious of the broader aspects or philosophic bases of world politics. This awareness, however, still is predominately academic; all that the defeat of candidates standing for principles which formerly were popular means to the practical politician-businessman is that consumer demand has changed. The professor or student of political theory may be aware of national and international social and economic trends which are reflected in overt political events, but neither candidate nor voter has such breadth of vision. Should an aspirant for office also be a scholar he nevertheless, to be successful (that is, get elected) has to play the game as it is played.

Despite the increase in serious articles, usually Sunday features or on the editorial page, discussing politics philosophically, the American newspaper remains as practical in its attitude toward the business of

getting and staying elected as the politician himself. Because of consolidations, which have left few cities with fewer than 100,000 inhabitants with more than one newspaper, most newspapers today term themselves "independent" whereas formerly they prided themselves on being either Republican or Democratic. This change obviously was made for good business reasons so as not to alienate about 50 per cent of the potential subscribers. Political independence, however, is not tantamount to political indifference as to which party wins a particular election; rather, it means merely that the newspaper reserves the right to decide on which side it will be in each campaign. Theoretically it is free to be Democratic one year and Republican the next or to support candidates of both parties for different offices in the same election. Once it has made its decision as to whom it will support the allegedly independent newspaper may be as unfair in his behalf as the frankly aligned paper.

Truly interpretative political writing would be to explain the immediate phenomenon in terms of long-range trends, national or international. Accepting the fact that practical politicians still do not operate with any appreciable awareness of such trends, pragmatic interpretative political writing consists in identifying leaders with movements and "seeing through" motives and actions to discover their probable meaning and effect upon political fortunes.

From whichever angle he regards the political scene the political reporter, to "keep his feet on the ground," must see beyond the externals which the politician hopes, usually successfully, will be all of which the average voter is aware. What benefit this overcoming of naïveté will be to the reporter, outside of the extent to which it furthers his education, is dependent upon the attitude of his superiors. No matter what they profess, newspapers *are* involved in politics and, all the statistical evidence to the contrary, both candidates and voters act as though the press is an important factor. Any aspirant for any office welcomes the support of any newspaper, and any newspaper is glad to have a political friend in public office. As long as a newspaper attacks a politician it advertises him; the most effective journalistic weapon is to ignore a person.

In small cities the primary interest is local politics inasmuch as the small newspaper has little to gain directly from state or national politics. Local political news is written by staff members whereas material regarding state or national politics is obtained from press associations, syndicates and political headquarters. That all of this news, regardless of how obtained, is presented impartially except in rare instances, is obviously absurd to believe. Hence, the reporter seeking to do a meaty objective job

is handicapped. In no field of writing is the merely narrative more important in serving any public purpose nor absence of bias more difficult of attainment. Early in this book the distinction was made between intentional color and honest interpretation. It should be the responsibility of readers to see that newspapers provide the latter.

In preparing himself to derive the most benefit from his experiences, the newspaper political reporter should: (1) know something about political philosophy; (2) be a student of public opinion, its nature and manipulation; (3) understand practical political organization and election machinery and (4) be sufficiently on the "inside" to be able to distinguish the bunkum from the realities of political phenomena.

POLITICAL PHILOSOPHY

Plato, in describing a highly-disciplined perfect state in which philosophers would be kings, Aristotle, in advocating a balanced democratic government, and political theorists ever since, expressed points of view which the enlightened political reporter will detect in substance in the arguments of contemporary seekers for public office. Heaven forbid that the college-trained reporter should be a pedantic idealist passing judgment upon twentieth century practical men of affairs in terms of his favorite thinker of the past. Nevertheless, historical perspective is indispensable in enabling one to "make sense" of modern affairs. Being conversant with the history of political thought, especially with how it has been affected by practical considerations, at least provides the political reporter with the tools for making his work personally instructive.

In the writings of Charles E. Merriam, John Dewey, Merle Curti and many other contemporaries, including T. V. Smith, eminent University of Chicago professor who wrote *The Promise of American Politics* after a term as an Illinois state senator, the aspiring political reporter will find plentiful interpretative analyses of the modern scene. A super-abundant amount of material concerning democracy, communism and fascism, of course, exists. The average person may not be able to tell the difference between these and other political theories, but no political writer can be so ignorant. He should at least know that a demagogue is incorrect in branding an opponent as socialistic or fascistic, etc.

POLITICAL PUBLIC OPINION

Before formulating an opinion about the nature of public opinion one must understand what is meant by each word. What is a public? And what is an opinion? Unless one knows the results of scholarly attempts

to answer these questions his own conclusions are invalid. Consequently, a minimum of training in sociology and psychology, or in the bastard science, social psychology, is essential to the political writer. From a good course or textbook he will learn that few modern thinkers in the field share the faith formerly held in instincts or a group mind as the explanation of why men behave so similarly. Instead, inspired by the revelations of the behaviorists, psychoanalysts, anthropologists and other specialists, they are tending toward placing the emphasis upon habits and attitudes as the answer.

The politician as a psychological phenomenon has been treated by Harold D. Lasswell in *The Psychopathology of Politics*, by A. B. Wolfe in *Conservatism, Radicalism and the Scientific Method* and by many other writers. Walter Lippmann's *Public Opinion* and *The Phantom Public* resulted from his observations as a newspaperman. Lincoln Steffens' momentous *Autobiography* was inspired similarly. There is a sizable library on modern propaganda, including political propaganda, and abundant reading material on all other phases of the subject. In Chapter I (see page 10) reference was made to the Erie county, Ohio, survey of political behavior. Lasswell's statement that, "Politics seems to be irrational because it is the only phase of collective life in which society tries to be rational" might easily be a challenge to the political reporter to study its meaning and validity.

POLITICAL ORGANIZATION

Local. Municipal political affairs in recent years generally have become dissociated from major party organizations. Candidates for mayor and other city offices run as independents but may be identified in state and national politics as members of established parties which tacitly lend them support. In smaller communities the rival groups in a municipal campaign are more likely to cross established party lines and to be dissociated from all but strictly local issues.

Because of the non-partisan character of municipal elections it should be the newspaper's function properly to identify candidates by the interests of the persons or groups backing them. Local political groups may take names as the People's party, but these have little or no meaning until party members have held office and given indication of what they represent. A local candidate's backing may be racial, religious, economic, geographic or in some other way classifiable. No prominent person or organization backs a candidate without reason; public spiritedness conceivably may be a reason.

Although they may seem unimportant by comparison with the issues in a state or national campaign, local problems are vital to the local citizenry. Municipal taxation, ownership of public utilities, corruption in the police, finance or some other department, public health, traffic safety and other matters affect the everyday living of the average person. The function of the newspaper, according to Walter Lippmann, is to label candidates for public office in accordance with the views they possess regarding political issues; how voters decide is determined largely by their "stereotypes" or prejudices rather than by editorial persuasion. Newspapers can, of course, make incorrect identifications, either deliberately or innocently.

One way to label candidates is by the political factions to which they belong:

By George K. Wallace

Jackson County's primary races election got under way today as a free-for-all with the heaviest field of candidates that veteran observers can recall.

Four distinct groups on the Democratic side filed candidates for almost every major position for which nominations will be made August 6.

Names for Every Post

In the machine ranks the Pendergast and Shannon factions took no chances. Each tossed in an almost complete list, including names for party committee posts. Likewise the United Democrats, Inc., bucking machine domination, and the Aylward group, which at times has sided with the machine, covered most of the major spots with their filings.

The Republicans put in a list all the way up and down the line, with many of the names representing candidate committee recommendations. Several candidates for the major posts are unopposed. There were others who are apparently just taking a chance and going along for the ride. While there are many familiar names among the candidates, there also are many new faces in the primary field, with others difficult to identify from a political point of view.

It was a close watch that was maintained by the representatives of the various groups which remained on the job in the county clerk's office in the courthouse until the deadline hour arrived last midnight. Among the watchers was James M. Pendergast, head of the faction.

Differ on Some Places

It was said there was a lack of straight-out agreement within the machine factions on some of the major places. This was indicated by the covering of most of the positions at stake in August. The machine groups also played safe against illness, death or possible failure to later agree on a slate.

Most of the machine faithful are certain that agreements will be worked out on a slate basis before the deadline for withdrawals on July 26. The machine hardly can afford a family showdown in the primaries in the light of the heavy listings and the opposition.

If the expected straight-out machine ticket is set up, the big list will be materially reduced by withdrawals.

The machine factions recognized each other in two or three places. One such case was for prosecutor, where the Pendergast group filed James H. Anderson for the position now held by Michael W. O'Hern, who is a candidate for a fourth term without Pendergast backing. The Shannon following entered no one, as the office is considered a Pendergast post.

Other Posts Appear Set

While others entered against Fred W. Klaber of the Shannon faction for re-nomination for western judge of the county court, it is a foregone conclusion that he will be the machine selection . . . The same is true in the case of . . .

—Kansas City Star

Precinct and Ward. To assist the party to power in elections involving established political parties, cities are organized by wards and their sub-divisions, precincts. The lowest rung on the political organization ladder is that of precinct worker which carries the responsibility of ringing doorbells, talking to voters, handing out campaign literature, watching at the polls and assisting voters to and from polling places. Ambitious workers are conscious of their positions between elections and "talk up" the party or some of its prominent members on all occasions; intensive work, however, is only during the few weeks or months before an election.

Procedure for selecting precinct and ward captains differs, but ordinarily both are elected by registered members of the party in the sections. It may be, however, that only the ward or township captain or chairman is elected and given the responsibility of appointing precinct captains. A precinct, created by the election board, usually contains from 500 to 2,000 voters, and it is the precinct captain's job to carry his precinct in both primary and general elections.

Precinct workers are paid for their work during campaigns by the precinct captain who gets the money from the ward leader who gets it from the city or county committee which raises part of it and gets more from the state or national committee. Original sources of the millions spent annually to assist candidates to get elected are the candidates themselves, public office holders and others who have obtained employment with the assistance of the party and interested outsiders who believe they have more to gain by a certain candidate's being elected than if his opponent were to win. Corporations, bidding for the friendship of whoever occupies an important political office, often contribute to the campaign funds of both major parties.

The precinct captain generally is credited with "controlling" at least fifty votes among his friends and relatives, the families of those whom he helps obtain positions on election day as judges and clerks at the polls

and others for whom he has done political favors. Unlike the ordinary worker the precinct captain is active between elections, obtaining minor favors for voters in his precinct such as assistance when they run foul of the law, financial help in case of illness or death, advice on how to obtain employment and any other services which the strength and wealth of the organization permit. John Salter tells it well in *Boss Rule*.

Although the non-politically minded person doesn't realize it, if the power of a political party machine is to be broken it must be done in the primary. In the general election the voter merely has a choice between two or more machine-picked slates. Under any circumstances bucking the efficiently organized party is virtually impossible; so-called reform slates result from fusions of political cliques or parties out of office at the time and with no hope of victory without each others' cooperation. The history of such fusion movements is one of temporary successes only. The primary laws in many states, furthermore, make starting a third party difficult.

County. County chairmen usually are elected by ward and township leaders, some or all of whom constitute the county executive committee. No political leader whose concern is a unit smaller than the county merits the unofficial title of "boss." All bosses, furthermore, are not office holders or even party officials; they may be influential dictators who prefer to operate in the background. By whatever type of person occupied, the political boss' office is the clearing house for finances and information. Reporters may obtain tips from underlings but seldom get anything official except directly from headquarters.

"Getting next" to a political boss is not impossible, as Lincoln Steffens discovered. How to do it, however, is an individual matter dependent upon the reporter's particular personality. Just as the boss must be cautious about making promises but scrupulous about keeping them once made, so must the political reporter become resigned to learning more "off the record" than on and to not learning anything about a great deal of important party business. Frank Kent has aptly defended newspapers for not giving more "inside political dope" by explaining that newspapers are unable to obtain such information. Furthermore, to get what he does, the reporter cannot incur the displeasure of his source. Instead, he must report seriously what he knows to be the insincere remarks of some demagogue, overlook his personal foibles, correct his bad grammar and in general "cover up" for him. The alternative is openly to defy and fight the party machine; a newspaper finds it difficult to take that attitude against all political groups without discrimination.

State, National. State and national committees nominally exist continuously but are quiescent most of the time, arousing from their lethargy about a year before an election. Most active are potential candidates who are "pulling strings" to obtain machine backing when nominating time comes around. With feigned modesty the aspirant gets some friend or group of backers to "front" for him so that the suggestion that he run for office may seem to emanate from someone other than himself. To reporters he is evasive and unambitious and is so quoted by a press which, of course, knows better. Until an official announcement is made, however, it is dangerous to go too far in surmising anyone's intentions.

PRE-CAMPAIGN ACTIVITIES

Petitions. To have his name placed on the printed ballot as a candidate for office, a person must obtain the signatures of a certain proportion of the voters on nominating petitions which must be filed before a certain date with the proper public official—city clerk, county clerk, secretary of state, etc. Because top positions usually are given to candidates filing their papers first, candidates stand in line waiting for the hour at which it is legal to file them.

It is news both when petitions are taken out and when they are filed. The candidate's name, address, occupation, political experience and general background are included in the first story about his intentions. Sometimes he already has prepared a statement or platform regarding his candidacy although generally that comes later. In city elections the first petition stories should contain information as to the deadlines for filing, the number of signatures needed and possibly something about the position at stake.

The next clerk of the Milltown Municipal court will be either the incumbent, Andrew L. Ziegler, or Constable Eustace L. Cohen for whom nominating petitions, containing the required number of signatures, were filed yesterday, the deadline, in the office of City Clerk Jerome Z. Day.

Mr. Ziegler, who has been court clerk since establishment of the Municipal court three years ago, filed petitions containing 1,416 names, 11 fewer than the maximum permitted. Cohen's petitions contained 1,043 names. Minimum number of names required was 892, or 5 per cent of the vote cast at the last general election.

Graham R. Olson, 146 Arnold avenue, insurance man who took out petition forms last week, failed to file. His name appeared on one of Cohen's petitions. Feature of Ziegler's petitions was one sheet containing only the names of Milltown's 16 aldermen.

Until late yesterday it was believed petitions would be filed for a candidate backed by the Milltown Democratic organization which took out blanks several days ago.

The election for Municipal court clerk will take place Nov. 3 at the same time as the state and national elections. There will be a separate ballot, however, for the office.

The example already given from the *Kansas City Star* (see page 467) indicated how it is possible to identify candidates by their party connections. The following example from the *Dorchester (Mass.) Beacon* of Aug. 20, 1943, is a cynical critique which delves deeper than the personalities involved:

Although there is a great big war going on and in part it smells of international politics, or most certainly will when the diplomats gather around the peace table to make the world safe for the future—another ten or 25 years maybe, local politics can not be ignored, and already the council and school committee campaigns are under way.

While thousands of good potential candidates are battling overseas, the community will again have the distinguished honor and privilege of voting for the stereotyped list of candidates whose names and faces have been familiar to voters for years, not for outstanding service, but for consistent running and holding political office, war or no war . . .

—Dorchester (Mass.) *Beacon*

Registration. Eligibility to vote differs by states but some sort of registration usually is required. On certain specified days all otherwise eligible voters (those who have resided in the state, county and precinct a sufficient length of time, have paid certain taxes, given evidence of literacy, etc., as the case may be) appear at their polling places to have their names recorded. Such registration may be quadrennial, annual or permanent; for municipal elections no registration at all may be necessary. Voting by affidavit also may be permitted in case a voter is unable to register on the designated days. If there is permanent registration, the voter merely notifies election officials of a change of address.

The total number of voters registering is news. Knowing that only about 60 per cent of the nation's eligible voters take the trouble to register, crusading editors often investigate abnormally large registrations. Pulitzer prizes have been won by newspapers which checked registration lists to discover "ghost" votes from empty lots, abandoned buildings and transient hotels.

Despite the all-day rain Saturday's registration of voters for the Nov. 3 election was slightly higher than normal for a first registration day when 21,678 Milltown voters registered, according to City Clerk J. M. Blackburn.

John A. Burgess, Republican township committeeman for Milltown, declared that this total should be 340 greater, to include additional registrants from the Seventh ward; the clerk's office, however, reports that its figure is accurate.

The 21,678 total represents about 70 per cent of the total vote cast in Milltown

in 1946. A registration of 65 per cent of voters normally is expected on the first registration day. Final registration day this year will be Tuesday, Oct. 6, when the polling places again will be open from 6 A.M. to 9 P.M. Registration is essential in order to be eligible to vote in November; no affidavits will be accepted.

According to the city clerk's office Milltown's registration by wards was as follows: . . .

By Major H. Stephens

Ghosts also walk in the Eighth ward, at least on municipal election day.

To be specific, Tuesday, April 2, at least three nice spooks materialized in the southernmost ward of Evanston and helped the voters there select their aldermen and other city officials.

One of them called himself Hugh Hillis and gave 130 Elmwood avenue as the apartment building he haunts.

The second and third identified themselves as Thomas Long and Nicholas Reding and claimed to be neighbors in the closets at 333 Howard street, also an apartment building.

Thus it is seen that the ethereal denizens of the Eighth ward differ from those of the Fifth ward, where you will recall from my article of last Friday, the dusky unrealities preferred empty lots as their mundane habitats for the day.

This is not surprising, of course, when it is realized that the Eighth ward is predominately an apartment house section, whereas the Fifth ward is punctuated with wide open spaces.

Here is the dope on Spooks Hillis, Long and Reding:

—Evanston (Ill.) *News-Index*

Primaries. With the notable exception of the national tickets every four years, most candidates for important office are chosen by party primaries instead of by conventions as formerly. Any citizen may enter a primary election as a candidate for the nomination of any party. A voter, however, can participate in the primary of one party only. The names of only those candidates who have filed nominating petitions appear on the printed ballot, but the voter can add the name of anyone else. It is seldom, however, that a "write-in" candidate is elected.

In some southern states where the Democratic nomination is tantamount to election, run-off primaries are held of the two or three candidates receiving the most votes. In a majority of states which have primary laws, a plurality at a single primary is sufficient to nominate.

If there is little contest in his own party, in most states a voter may vote in the primary of another although he intends to vote for his own party candidate in the general election. If too many voters desert it in a general election, however, the party may not receive a large enough proportion of the total vote to receive a place on the ballot at the next election.

Conventions. Adoption of a direct primary law does not mean the end of state party conventions, but such conventions (or conferences) are held outside the law and for the purpose only of recommending and endorsing candidates to receive the party's nomination at a primary election. Often rival factions within a party hold separate conventions and endorse different "slates."

The news writer can estimate the strength of candidates at a state or national convention by comparing the instructions given to delegates. Delegations often support "favorite sons" from their localities and may deadlock a convention by refusing, after the early ballots, to change their votes to one of the leading candidates. Some delegations from states with open primaries are uninstructed.

A party convention is called to order by a temporary chairman who gives a prepared "keynote" speech. Then a permanent chairman is elected and he also gives a speech. Usually the committee's nomination for permanent chairman is taken, but sometimes rival factions may nominate different candidates. The vote for permanent chairman then may be an indication of how delegates will vote later on other important matters.

The group in control of a state or national committee has the advantage in obtaining a personnel to its liking. Through its committee on credentials it determines which delegates are eligible for seats, if rival delegations from the same locality claim recognition.

Vote on the platform submitted by the committee on resolutions is conducted by a roll call of delegations. After the platform is adopted, with or without amendments, the next procedure is the election of candidates. Often several ballots are necessary for a choice. When a deadlock continues after several ballots, a "dark horse," someone not among the leaders, may be elected as a compromise candidate. This happened when Warren G. Harding received the Republican nomination in 1920.

A party convention frequently is interrupted by the demonstrations of different delegations. When the time to nominate candidates arrives, the roll call begins. Each delegation either nominates someone or passes its turn or permits some other delegation whose turn normally would come later, to use its opportunity. In addition to the principal nominating speech there may be several other speeches to second a nomination. Each speech is the signal for an outburst of enthusiasm by supporters of the candidate.

A party *conference* is for the purpose of discussing an important matter. A party *caucus* differs from a conference because all who attend

it, by their attendance, pledge themselves to support the opinion of the majority. Insurgent members may stay away from party caucuses, because they do not wish to commit themselves to the support of what the majority will favor.

CAMPAIGNS

Speeches. A campaign really gets underway with the first speech of the candidate. In the case of a presidential candidate this is the speech of acceptance of the nomination made at a formal notification ceremony. Although presidential candidates usually have fresh speeches for every important occasion thereafter, in the case of candidates for less important offices the opening or keynote speech may be the pattern for all others delivered during the campaign. The political reporter traveling with the candidate may be hard put to it to obtain a fresh angle in reporting the day's forensics, but the local news writers who hear the candidate only once are not so handicapped.

When candidates start calling each other names, hurling challenges, answering each other's arguments and raising new issues, the political reporter's problem is easy. Otherwise he may be forced to rely upon the press releases of political headquarters. If he travels with a candidate he tells of the crowds, the opinions of local leaders, the reception given the candidate, etc.

By William T. Rives

Denison, Texas, Aug. 10.—Jubilant over the tender of Grover Sellers' support in the runoff campaign for Governor, Beauford Jester stepped up the tempo of his vote-collecting tour Saturday.

Instead of the customary routine of three speeches a day, Jester made an early-morning radio address from Sulphur Springs, delivered his scheduled trio of talks and slipped in another at Honey Grove during a luncheon stop. At Commerce, where Mayor Ralph Patman, cousin of Congressman Wright Patman, introduced him as a man who has the "poise and ability to make Texas a good governor," Jester said:

"The news in the press this morning that Grover Sellers is supporting me in the runoff is very gratifying to me."

Jester was referring to a story in The Dallas News of Saturday containing the report of an interview with the Attorney General, who ran third in the first primary. Sellers announced he would support the Railroad Commissioner for Governor and would make a state-wide radio address in his behalf from Dallas Tuesday morning.

Saturday ended for Jester an intensive four-day tour of territory which gave the unsuccessful Sellers a majority in the July primary. Jester spoke in ten counties through Northeast Texas, in all of which except one—Grayson—he trailed Sellers in second place.

Jester's opponent, Dr. Homer Rainey, carried Grayson County by approximately

400 votes over the Rail Commissioner, who bid again for support in his speech here Saturday night.

During the day, Jester spoke at Commerce, Honey Grove and Bonham, the home of Speaker Sam Rayburn. Rayburn, however, had not returned from Washington. He was due to arrive late Saturday night.

Jester said at Bonham he would "use my best efforts" to raise the average of teachers' salaries to at least \$2,000 a year. He said the present average was \$1,785. Jester said the increase would require the expenditure of approximately \$10,000,000 more each year, and added, "Because we have the money in the State Treasury now, this is a must for Texas."

The candidate said statistics showed the total enrollment in state teachers colleges was barely half of what it was five years ago, and that fewer of these students are studying with the intention of preparing themselves to be teachers.

"When we make the profession of teaching attractive enough, we will not have any trouble getting the best teachers."

In his state-wide radio talk from Sulphur Springs, Jester declared an open-door policy for the Governor's office . . .

—Dallas Morning News

Issues; Strategy. Newspapermen have this in common with politicians: there are no two groups which come in for more indiscriminate damning than those to which they belong. Just as there are highly ethical editors and publishers, there also are politicians, in and out of office, who desire wholeheartedly to serve the public good. The "system," however, invariably demands that before he can be a statesman a man must be a politician and get himself elected to office. The process of becoming elected and of assuring oneself of reelection involves compromise, evasion, equivocation and other "expediences" which are distasteful to the reputable public servant and shocking to the callow political reporter.

The plight of the high-minded man in politics, of the newspaperman and of the public may be inferred from the following summing up by Frank Kent in *The Great Game of Politics*:

No candidate and no campaign are exactly what they seem. The part that is open and above board is always less vital than the part that is secret. The voters see the performance but not the rehearsal. They completely lack information of the real movements by which the candidate becomes a candidate. They are in the dark as to how the issues are evolved and why, when and by whom. They see and know nothing until the curtain goes up and there before them is the smiling candidate, playing his part in complete makeup and wearing a full set of false whiskers. . . .

It is not a reflection upon many honest and sincere men who hold elective offices or who seek such offices. It is merely a statement of facts, and the point is that, under our system, complete frankness with the voters is not possible, because there is no way of obtaining complete frankness from both sides in a political fight. A downright, outspoken candidate, who honestly, openly and fearlessly expresses exactly what he

believes to every group of voters on every issue, declining to dodge or evade, and refusing to appeal to prejudice or cater to class, would be overwhelmingly beaten by the candidate on the other side who would promptly take advantage of such honesty to gather for himself the large number of voters alienated by the other fellow.

The dilemma of the press is apparent. To upbraid an office seeker for promising to give consideration to a matter with which there is every reason to believe he is unsympathetic is to imply that it is the impossible that is being demanded. On the other hand, if democracy is to work, voters should know as much as possible about the real attitudes of candidates. Journalistic practice generally is to wait for an opponent to point out another's lack of courage or directness and then quote his charges. Because voters are more adept than formerly in recognizing "just political talk," one-sided pointing out of the extent to which the other fellow plays the orthodox political game without admitting that one's own candidate likewise knows the rules has been known to fail because of its obvious unfairness.

The writers of the following stories attempted to analyze issues and to explain the reasons for their selection or emphasis by the parties.

By Milburn P. Akers

The Republican campaign technique has fully unfolded. It is, in broad outline, simplicity itself; merely, that of attempting to scare the electorate into believing that the Nov. 5 election is a contest solely between Americanism and Communism. Of course, the G.O.P. is representing itself as the only custodian of American democracy while portraying the Democrats as the advocates, or the tools, of Communism.

Carroll Reece, chairman of the Republican National Committee, is merely the latest to make the party's strategy fully apparent. In a recent speech, Reece, outlining what he termed the issues, spoke repeatedly of "radical concept," "alien-minded clique," "alien wrecking crews," "subversionist allies" and a "philosophy of government (that) more nearly resembles that of Stalin or Hitler than that of Washington or Jefferson or Lincoln."

He, of course, is but one G.O.P. orator who is following that line. Republican candidates here in Illinois are doing likewise. William G. Stratton, G.O.P. nominee for congressman-at-large, is attempting to raise the same issue, as he seeks to convince the voters that the words Democratic and Communistic are synonymous.

Gov. Green also speaks the same language. In a speech at Rockford last night he declared:

"The experience of the last year should convince the leaders in the rank and file of labor in America that we are definitely on the road of collectivism and state socialism."

Elsewhere throughout the nation, Republican orators are following the same tack. They, of course, advance local issues. But in essence, the Republican campaign is an effort to convince the electorate that the 1946 congressional campaigns especially resolve around the sole issue of communism . . .

—Chicago Sun

By Charles N. Wheeler

Havana, Ill.—“Democratic prosperity” and “remember Roosevelt” will be the slogans on which the Democrats will wage the campaign over the country.

Sen. Scott L. Lucas, chairman of the Democratic national senatorial committee, was summoned to Washington today by National Chairman Hannegan for a conference with key men one week from today at which the whole campaign strategy will be outlined.

Although the lush war years may have contributed largely to present signs of affluence everywhere, Democratic strategists hope to pull the farmer back into line by attributing “good times” largely to the way the Truman administration is handling things.

One of the first strategic moves by the high command at Washington will be the offering of a key position in the administration to Sen. Robert LaFollette, defeated for renomination in the recent Wisconsin primary.

He is being urged for the vacancy on the Interstate Commerce Commission and also for under secretary in the Treasury Department.

“With LaFollette in a key position in the Truman Administration,” Lucas said, “Wisconsin would be certain to elect McMurray, Democratic candidate for U.S. senator. It would be a cinch” . . .

—Chicago *Daily News*

Motives. Guessing what is in a politician’s mind is dangerous though often not difficult. Can one say, for instance, that when a politician supports a movement to forbid the sale of liquor in a certain city area, it is because he is financially interested in taverns in another section? Political connections are secretive; grand juries and congressional investigating committees have difficulty discovering what they are.

If a political reporter is in close touch with the powers-that-be in a political organization, he may know quite a bit of what is going on. Let him publicize what he knows, however, and he is immediately ostracized. If he takes rumors as facts or prints gossip, he may be way off the track to the truth. Articles in which “they” say something may be straight from headquarters, in which case they may be innocuous or trial balloons (tests of public reaction) or they may be deliberate concoctions of political enemies. A political writer who signs his articles risks his reputation whenever he makes a forecast; if he has the correct information the politicians concerned may change their plans and upset his sooth-saying. The following represented a wrong guess:

By Milburn P. Akers

Mayor Kelly, in a six-word answer to a question regarding the 1947 contest for the office he has held since 1933, yesterday started a round of speculation involving his own intentions.

The mayor, nearing 71 years of age, has been variously reported as (a) determined to run for reelection; (b) equally determined to retire; (c) wholly undecided; and (d) as culling the list of his satellites in an effort to find some one to

whom he can pass on his title and responsibilities while retaining the vast political power he has accumulated.

Yesterday, at a City Hall press conference, inquiry was made of him relative to one of the latest names to figure in the speculation. It was that of Gael Sullivan, 41-year-old second assistant Postmaster General, and long-time protege of the mayor.

He was asked if he had any intention of supporting Sullivan for the Democratic nomination for mayor.

Direct Answer Given

Then, without the usual sparring, came the six-word answer which, insofar as discussion of Chicago's impending mayoral contest is concerned, probably will rank with the late President Coolidge's "I do not choose to run."

It was this: "Sullivan would make a good mayor."

That was all. The mayor would not elaborate or explain. But many are doing so. Among the explanations were these:

1. The mayor, having decided to retire, has chosen Sullivan as his successor.
2. The mayor, wishing to retire but not yet having chosen his successor, was willing, when opportunity offered, to send up a trial balloon in behalf of his protege.
3. The mayor, whose affection for Sullivan is widely known, was merely saying a good word, when opportunity offered, for his protege.

Those who regarded the Mayor's statement as significant about equaled in number those who contended it was without significance. There were even some who saw national meaning in the Mayor's somewhat equivocal statement . . .

—Chicago Sun

Backers. In the case of unscrupulous politicians their backers do not become alarmed over attacks on themselves; they recognize that such strategy is necessary to attract a certain portion of the vote. Although in state and national campaigns receipts and expenditures must be reported, there are ways of helping a candidate financially without its appearing on the public record. Hence, it is possible that part of the influential backing of a candidate never becomes known.

Candidates frequently are embarrassed by the unsolicited endorsements of unpopular persons and groups. Also, in every political camp are to be found an element of which one politician once remarked, "There are plenty of so-and-sos in politics, but as long as they're your so-and-sos they're all right." A candidate should not be judged by his unsolicited endorsers or by the lunatic fringe among his workers but by the powerful groups with which he is identified, openly or covertly.

As to patronage, it is the essence of political strength. It is natural that a newly-elected mayor should want as his principal appointive officials friends or others in whom he has confidence; in condemning the "spoils" system the difficulty of cooperation between a chief and subordinates who disagree should be considered. The main, if not the only value of civil service is in removing holders of minor offices from politi-

cal pressure; it also may contribute in some cases to improving the quality of public service.

By Raymond P. Brandt

A Staff Correspondent of the Post-Dispatch

Washington, Aug. 22.—In national politics the minor day-to-day developments often give a more realistic picture of the workings of campaign strategy than the carefully calculated utterances of the presidential candidates or the elaborately built-up window dressing.

This week saw a series of these incidents not widely heralded, which when pieced together may be as revealing as Gov. Alf. M. Landon's speech at West Middlesex, Pa. today or President Roosevelt's declaration that he will keep politics out of his drouth relief conferences in the middlewest.

The divergent and contradictory support of Roosevelt and the New Deal was illustrated by an old-fashioned political speech by Sen. Bennett Clark of Missouri at Ocean City, Md.; by a frankly political campaign book, "I'm for Roosevelt," by Joseph P. Kennedy, multi-millionaire and former chairman of the federal securities and exchange commission, and by the announcement of Louis Waldman of New York that the "right wing" of Socialists would vote for Roosevelt in preference to the Socialist candidate Norman Thomas.

Clark appealed to the Maryland Democrats, Progressives and Liberals as the descendant of a New Jersey sire who voted for the Jefferson electors in 1796 and "as one of a line by the name of Clark who never from that day to this has struck the Democratic ticket."

Kennedy's book was the Democratic National committee's answer to the charge that all persons of large property are against the New Deal. Kennedy boasts that he is the father of nine children and he writes that he wants to assure their economic security through the election of Roosevelt. As one of the class generally considered as "economic royalists," Kennedy says Roosevelt's course between communism and fascism means to him the future happiness of his family. —St. Louis *Post-Dispatch*

Roorbacks. The word "roorback" entered the dictionary as a common noun following the presidential election of 1838 during which a last-minute attempt was made to defeat James K. Polk by newspaper publicity for a fictitious book by a non-existent author named Roorback supposedly telling of Polk's having bought and branded a number of Negro slaves.

There is a difference between raising false issues and plain lying. The former is for the purpose of misdirecting attention from important to insignificant matters; the latter is sheer falsehood. Roorbacks generally appear as late as possible to be effective and yet permit the opposition insufficient time for an answer. The political reporter always should be wary of a new important issue raised late in a campaign unless it is one which couldn't have been brought up earlier.

May it be said to the credit of newspapermen that they generally

have the intelligence to "see through" political humbug, but they are stymied as to what they say, for the reasons which have been enumerated in this chapter. The political reporter who is "taken in" by political bunk is inadequate for his job, which is one for seasoned and not callow men.

The following story indicates how "mud slinging" becomes important in a campaign. In this case the candidate himself answered charges.

By Robert M. Hayes

Sulphur Springs, Texas, Aug. 22.—Homer P. Rainey took his fight for governorship into Atty. Gen. Grover Sellers home town Thursday night.

Continuing his fierce attack on Beauford Jester, Rainey recalled at the Hopkins County rally that Sellers had criticized his opponent during the first primary. Sellers, who ran third, has endorsed Jester in the runoff.

Rainey continued his attempts to link Jester with the Ku Klux Klan and accused Jester of fabricating Communist propaganda.

He alleged that Jester was circulating a fabricated statement attributed to the section committee, Communist party of Texas.

Quotes from Letter

Jester Wednesday quoted from a mimeographed letter, allegedly mailed from the headquarters of the Communist group, assailing Jester's candidacy.

"To cover up the truth about himself," Rainey stated, "my opponent is waving wildly an unsigned hoax letter gotten out by his own smear artists and purported to be from the Communist party of Texas.

"He did this to evade two questions I have been trying to get him to answer for a week.

"They are: (1) was he ever a member of the Ku Klux Klan? (2) Does he subscribe to a statement made a few days ago by Senator Bilbo of Mississippi that 'once a klansman always a klansman'?"

In Sellers Territory

The ousted university president's Sulphur Springs rally, next to the last in a sizzling runoff campaign, brought him into a territory that went almost solidly for Sellers, a Hopkins County resident. Sellers led Rainey approximately 10 to 1 in Hopkins.

In his last-minute bid for the Sellers vote, Rainey called attention to some of the Attorney General's bitter attacks on Jester during the first primary campaign. He concurred with Sellers' early statement that Jester, as Railroad Commissioner, was in a position to wield a whip over big interests under the control of the Railroad Commission.

Rainey's talk was more or less a repetition of those he has made throughout the state during the last few weeks.

He reviewed his platform, calling for heavier taxes on natural resources, bitterly assailed the oil interests and large corporations and denied there would be any lack of harmony in the state government if he is elected.

He got along all right, he said, as president of Bucknell University, and as executive director of the American Youth Commission. But he admitted that he

"couldn't get along with the Republicans and Texas regulars who fired me from the Texas University."

Rainey again said his soul cried out in anguish at the practices his enemies employed.

The candidate, who spoke at Houston Wednesday, flew to North Texas . . .

—Dallas *Morning News*

ELECTIONS

Predictions. As election day approaches reporters who have followed the campaign more objectively than candidates or party leaders, usually are better able to predict its outcome than they. It is customary for large newspapers which assign reporters to travel with candidates, to "switch assignments" at least once as the campaign progresses; that means, one writer will travel with Candidate A for a few weeks or months and then shift places with the reporter who has been covering Candidate B. Straw votes among political writers have shown them much better able to predict election outcomes than publishers, editors or editorial writers.

By Dorothea Andrews

Call it what you will—organization, machine, or "bossism"—the strength of the political structure which Harry Flood Byrd has built in Virginia will meet an important test on Tuesday.

It is an important test because it is the first time Senator Byrd has been faced with the out-and-out opposition of some of his own party members in a Democratic primary.

It is the first time in 24 years that there has been a tussle for the senatorial nomination in a Virginia Democratic primary, although the contests in five congressional districts for nomination to seats in the House of Representatives, which also will be settled Tuesday, are a normal part of the state primary picture. Four districts have no primary contests.

With the campaign over, except for radio speeches by both candidates tomorrow night, there are clear indications from quarters all over the Commonwealth that Senator Byrd will come out of Tuesday's primary with a comfortable majority to assure his renomination.

A heavier-than-usual primary turnout, estimated at from 150,000 to 225,000, is expected on Tuesday, based on the volume of absentee voting. Norfolk reported most of its 297 mail ballots had been returned; in Roanoke there were 357 mail ballot applications, of which approximately 230 have been returned to the City Registrar. Richmond reported 913 mail ballots, and Lynchburg's 335 mail ballots were far in excess of a "normal" primary number of 25 to 30. Danville reported 259 ballots issued there.

If the majority for Byrd is overwhelming, it will mean that the accusations of Martin A. Hutchinson, Byrd's opponent, have fallen on deaf ears in Virginia. Hutchinson has accused Byrd of controlling the operation of the state government; of not aiding the farmers; of not giving a priority to the state's educational system.

If the margin of Byrd's victory is narrow, it will mean that Virginia is growing restless under the rule of Byrd's powerful organization.

This does not mean that Hutchinson, bluff, steely-eyed Richmond attorney, is conceding defeat at the polls Tuesday. He insists that his chances of senatorial nomination are "very good." Hutchinson believes that Virginians who supported Roosevelt, will vote against Byrd; that the people of the Old Dominion are thoroughly aroused against the "Byrd machine."

But Hutchinson's nomination, judging by information gathered by political observers all over the state, just isn't in the cards . . . —Washington Post

By Ralph McGill

Tennessee is moving in toward the finish wire of a campaign not unique in the Volunteer State.

They are again trying to beat Ed Crump, the aging boss of Shelby County's machine.

But, as the boys say, "The hell of it is they always seem to go bear huntin' with a switch when they go after Mr. Crump."

This time they have young Ned Carmack. He is not a switch, by any means, being a patient, plodding campaigner with a good name and a following. He has done nothing to smirch the name his father left him. It is a name that still brings tears to the eyes of some of the old-timers in Tennessee politics who were on the side of Ned Carmack the elder. Real loyalties never die. Many an old man and woman in Tennessee is counting heavily on seeing Edward Carmack waiting beside the Golden Gate when they check in. And they expect, too, to hear the golden organ peal of his voice which made him one of the great orators of his day.

Edward Carmack was killed by pistol fire from the rival Cooper brothers. His body was hardly cold at the mortuary before the Coopers were pardoned. Legend has it the Coopers had the pardon in their pocket when they fired the shots. I knew, as a young police reporter, a jailor who swore he saw one of the Coopers produce the pardon.

Young Ned, who is in his forties now, has not his father's gift with words. But he is a fighter who has remained true to what he conceives his father's ideas would be in today's politics.

In 1942, Ned Carmack ran well ahead of the junior senator, Tom Stewart. He "went to the river," as they say in Tennessee, with a majority of about 15,000 votes. Shelby produced in the mass production plant of Mr. Crump, something more than 50,000 votes for Sen. Stewart.

This time, though, there is a very real difference. Young Ned Carmack is running against Kenneth D. McKellar, 76 years old, a United States Senator for 30 years and before that Congressman for six.

McKellar himself is a living legend. The advocates of TVA have had to fight him constantly to keep patronage out of the setup and to avoid an annual fight for appropriations. The CIO dislikes him very much. There are many others, too, who would like to see the Crump machine smashed.

But in 36 years K. D. McKellar has done a lot of favors for a great many people. And the fight has become not one between McKellar and Carmack, but one between Carmack and Crump. In full-page ads, filled with violent invectives and personalities, Mr. Crump has had his say. Carmack has answered back in kind. They are using

epithets and phrases which make anything in the recent Georgia or Mississippi campaigns seem like cream bonbons done up in ribbons . . . —*Atlanta Constitution*

Election Day. The size of the vote, violence at polling places, amusing anecdotes, the circumstances under which the candidates cast their ballots, last minute statements and predictions and methods used to get out the vote or persuade voters on their way to the polls furnish news on election day before the ballots are counted.

Ordinary news room routine is upset on election day as there are extras to get out and extra help to obtain to assist in collecting returns. A newspaper may use its news carriers or other employes to wait at polling places until the votes are counted or may receive its returns through campaign headquarters. Often the police gather returns and release them to reporters.

As the results come in by isolated districts they are tabulated, and the political writer prepares a trend story for the first edition. Some outcomes can be predicted comparatively early; often in a close race the result is in doubt until the last vote is counted. When the result is apparent campaign committees and candidates issue statements claiming victory or conceding defeat. Losers send messages of congratulations to winners, and everybody poses for pictures.

If an outcome is close, a loser may demand a recount. Some elections are protested by defeated candidates who charge fraud, stuffing or tampering with ballot boxes and other irregularities. All candidates are required to file statements of campaign expenditures. Investigations of alleged violations of the corrupt practices act during an election are not infrequent.

The mid-election day story should include the number voting and a comparison with previous elections.

Candidates were being nominated in today's statewide primary elections for United States Senator and Representatives in Congress, and for some state and local offices in St. Louis and St. Louis county. In the city and county, balloting was generally light, indicating one of the smallest off-year primary votes in years.

By 4 p.m., it was estimated 61,889 ballots had been cast in the city, following 10 hours of balloting in the 784 precincts. This was 18 per cent of the total registration of 343,830.

In the county, an estimated 9,936 ballots were cast by 4 p.m., nine hours after the 7 a.m. opening of the polls. The estimated vote was 7.9 per cent of the 125,782 registration.

St. Louis polling places will close at 7 p.m. Those in the county will close at 8:07 p.m. with the exception of those in University City, where the closing time is 8 p.m. The hours given are daylight saving time.

Special Watch on Two Wards

Special deputy election commissioners are on duty in all precincts of the Fifth and Sixth Wards, in which a recent recanvass of the registration indicated efforts to pad the lists. Chairman Frank L. Rammacciotti of the Election Board, said the deputies were stationed in the two downtown wards to guard against any election irregularities.

Ballots and registration lists for the two wards were not delivered to the polling places until early today. Rammacciotti said this was done because many of the election officials resided outside of the wards and they did not have adequate means to care for them. These were the only two wards where this was done, the ballots and voters' lists having been delivered to election officials in all other wards last night.

The special deputies in the Fifth and Sixth Wards were instructed specifically to guard against ballots being marked openly instead of in the regular voting booths, and to see that all ballots were counted by Republican and Democratic poll officials working together instead of dividing ballots for a separate tabulation by each party's officials.

Two Ballots in City

City voters received two ballots at the polls, a party primary ballot and one for the two amendments to the City Charter and the proposed \$4,000,000 bond issue for rubbish collection facilities, each calling for a Yes or No vote.

Proposed amendment No. 1 would permit . . . —St. Louis *Post-Dispatch*

Election Results. When all or nearly all returns are in, so that the outcome is known, the news feature naturally is who won. The story also should emphasize (1) by how much—in total votes and proportions; (2) areas in which different candidates were strongest and weakest; (3) were there upsets—incumbents with long services who were defeated, candidates on a party slate who lost whereas most of the others won, etc.; (4) did results coincide with predictions; (5) statements by winners, losers and party leaders, and similar matters.

Rep. John Sparkman, Huntsville, was far ahead of his nearest opponent, State Sen. James A. Simpson in returns from yesterday's special Democratic primary with votes from almost two-thirds of the state's boxes indicating he had an excellent chance to win the nomination as the late Sen. John H. Bankhead's successor without a run-off.

Exactly 1,532 of the state's 2,360 boxes, including virtually all boxes in Jefferson County, gave:

Sparkman	67,588
Simpson	38,326
Boykin	28,435
Allen	764
Maxwell	418

Those boxes rolled up a total of 135,531 votes and indicated that Sparkman came within 177 votes of polling a clear majority.

Sparkman, Democratic whip of the House, had been expected to lead the five-

man field in yesterday's election, but apparently ran a much stronger race than most observers anticipated.

Not only did he sweep the counties of his Eighth District from one to the other, by almost unprecedented majorities, but he carried Jefferson, home of State Sen. Simpson, by a clear majority, captured Montgomery County, also by a majority and led Simpson in Boykin's county, Mobile, by two to one.

Throughout the long parade of vote returns Sparkman's total remained consistently near to a clear majority. At some intervals he held a majority and at others he lost it.

Expectations were that he would wind up with a majority or fall just short of one.

Shortly before midnight, Rep. Frank Boykin conceded his elimination and extended congratulations to the winner. State Sen. Simpson, who still had the chance of winding up in position to run it off, remained silent.

Sparkman himself in a broadcast via statewide radio network late last night expressed "heartfelt thanks" to the people of the state for the heavy plurality they gave him and repeated his campaign promise that if elected he would continue, as he had during his 10 years in Congress, to vote his own convictions . . .

—Birmingham *Age-Herald*

"POST MORTEM"

A great deal of post-election interpretative writing is of the "I told you so" or "We should have known it" type. By analyzing the vote in different sections where the electorate is predominantly of one type—workers, members of a particular racial, nationality or religious group—it is possible to imagine which campaign issues or attitudes antedating the campaign were most effective.

Explanations. The skilled political writer analyzes results in the search for trends. Often he has to compare local with state and national results to interpret correctly.

A trend toward the right, undoubtedly caused by growing resentment toward the actions of Russia and its satellite nations in the postwar period, was indicated in Tuesday's primary election in New York City.

The defeat of Rep. Vito Marcantonio by Frederick V. P. Bryan for the Republican nomination for Representative in the 18th Congressional District, and the close margin of Mr. Marcantonio's victory over Patrick J. Hannigan for the Democratic nomination indicated clearly an increase of opposition to an alliance of either major party with the American Labor party with its communistic elements and its alliance with the CIO Political Action Committee.

Rightist Successes Listed.

This anti-left, anti-Communist trend also was shown in the following results:

The overwhelming defeat of Rep. Joseph Clark Baldwin by State Sen. Frederick R. Coudert, Jr., for the Republican nomination for Representative in the Seventeenth Congressional District.

The defeat of City Councilman Eugene P. Connolly by Assemblyman Daniel

Flynn for the Democratic nomination for Representative in the Twenty-first Congressional District.

The defeat of Rep. Adam Clayton Powell, Jr., for the Republican nomination for Representative in the Twenty-second Congressional District.

The victory of Rep. William H. Barry over Labor-supported George H. Rooney for the Democratic nomination for Representative in the Fourth Congressional District.

These right-wing victories for major party candidates were regarded as distinctly encouraging by leaders of the Republican party, who will increase their efforts to elect Republican candidates for Representative in New York City with special drives to elect Mr. Bryan over Mr. Marcantonio and to elect Jacob K. Javitz, Republican Congressional nominee, in a three-cornered fight with Mr. Flynn and Mr. Connolly, who was unopposed for the Labor party nomination, in the Twenty-first Congressional District. The victory of Mr. Bryan and the strong run of Mr. Hannigan were due in large part to war veterans who formed a bi-partisan committee to oppose Mr. Marcantonio in the Democratic and Republican primaries.

The one purely left-wing victory in the city was the nomination of Samuel Kaplan, former member of the Communist party, by all parties. Mr. Kaplan, unopposed for the Republican nomination, won the Democratic nomination from Assemblyman Philip Blank and the Labor party nomination from Morris Kaufman . . .

—New York Times

By Leo A. Lerner

Achilles, the great warrior, was invincible, except for a spot on his heel, and that spot led to his defeat and downfall.

The Chicago Democrats can get a lot of good out of reading Homer, for they have an Achilles heel of their own.

He is James B. McCahey, the coal merchant who is president of the board of education.

No pun is intended in calling Mr. McCahey a heel. I mean it in the classical sense only.

Mr. McCahey was the man most responsible in this country for the Democratic disaster on Nov. 5. For 13 years he has ruled the Chicago school system. During that period he and his carefully selected henchmen, including a charlatan named William H. Johnson, systematically corrupted our public school system. The school children were neglected, the teachers were terrorized, the taxpayers' money was squandered.

Mr. McCahey really changed the history of Chicago. The city used to be known as a center of vice, crime and gangsterism. But he won for it a new and brilliant reputation as the city with the most corrupt school system. Even Mayor Kelly's splendid efforts to make Chicago the world center of hospitality for service men were overshadowed by McCahey and his gang of "educators."

Many voices in Chicago cried out against the abuse of our schools by the coal merchant and his friends. From outside the city came the National Education association with a blistering report full of facts and figures. The North Central association threatened to withdraw accreditation of the high schools if the Chicago schools were not divorced from politics. Even the mayor's own committee of college

presidents issued a severely critical report, calling for a new school board and the end of political control.

But Kelly, like Achilles, favored his heel. He went into battle satisfied he had it well covered by the device of having selected some new members for the board of education. But Mr. McCahey was still there. The henchmen were still there, and the charlatan, Johnson, was still there.

On Nov. 5, the first chance they had to give their opinion of the partial and unsatisfactory solution of the school problem, the people spoke. Chicago, which had been Democratic since the days of Big Bill Thompson, came within a few thousand votes of going Republican. Mr. McCahey was not even the main issue, and yet those Xs on the ballots found their target. Emily Taft Douglas, Michael Mulcahy, Richard Daley, Alexander Resa, William A. Rowan and William Link, among others, fell in battle, shot through the heel.

The principles of Franklin D. Roosevelt, the ideal of the United Nations, the cause of progressive government lost competent champions.

The coal merchant who betrayed the school children was a major cause of this defeat in Chicago. What will happen when he becomes the main issue is something politicians must ponder.

It is late but not too late to make an immediate and sincere effort to restore the schools to the children, for whose benefit they were intended. Or will Achilles again go defiantly into battle with that vulnerable heel?

—Chicago *Lincoln-Belmont Booster*

By Arthur Bystrom

Madison, Wis.—(AP)—Wisconsin's primary election was held ten days ago but you still hear explanations and analyses of it and reasons for the defeat of Sen. Robert M. LaFollette in the Republican contest wherever politically-minded people gather.

We have heard a dozen reasons why the senior senator from Wisconsin who had served for 21 years was beaten.

We have heard it said it was because of his stand on international issues. Others have contended it was because he gave former Adj. Gen. Ralph M. Immell a pat on the back when he should have given the nod to Governor Goodland. These people claimed that the chief executive vetoed a bill that would have prevented LaFollette from running as a Republican.

Democrats Worked Against Him?

Still others claim he lost because Democrats worked against him. You also can hear he lost because he was endorsed by Sen. Robert Taft, Ohio, and because he voted against OPA restrictions in the case of dairy products.

All of those things may have had some minor bearing on the race. We believe, however, that the main reason he lost was because the Republican party organization got out the votes that beat him.

The Republican organization—the voluntary committee headed by Thomas E. Coleman of Madison—was divided on the question of supporting Governor Goodland. It was not divided on LaFollette's candidacy. On that issue Coleman had the support of almost every county GOP organization. They were united to beat LaFollette—and they did.

Little Chance to Organize

LaFollette had little chance to perfect an organization that had any state-wide power. He was in Washington until eight days before the primary and did practically no personal campaigning. His Progressive organization was disbanded in March at the Portage convention. Since that time there has been organized a Progressive-Republican group but it was unable to build county units that could get out the vote for LaFollette in any way comparable with the efforts of the well-organized state GOP group.

Although the vote was larger than that of the 1944 primary it still represented only about 28 per cent of the electorate, which is another factor that always helps an organization to the detriment of an individual without one. Although figures have not been compiled officially, indications are that the total vote won't be much above 510,000. It has been estimated that there are 1,849,960 eligible voters in the state. In 1944 the primary vote was about 450,000 . . . —Marionette (Wis.) *Eagle-Star*

Significance. When a new office holder or party takes over a city hall, county building, state or national capitol, the citizenry expects that "there will be some changes made." Party platforms and campaign speeches provide clues as to what they will be, but voters have become suspicious of politicians' promises. Personality sketches and reviews of the past records of successful candidates are valuable.

By Tarleton Collier

To succeed its elder statesman, the late John H. Bankhead, Alabama will send to the Senate curly-haired John Sparkman of Huntsville. He won hands down in Tuesday's special primary, and his election in November is all but automatic. He received as many votes as the combined total of James A. Simpson, darling of Birmingham's "big mules," meaning the industrial and financial interests; wealthy, tory Frank W. Boykin, former Congressman of Mobile, and two others.

Thus Alabama would give Lister Hill, now the senior senator, a mate of the same stripe, progressive, aware of common needs and young as senators go. Sparkman is 46.

After the recent election results in Mississippi and Georgia, Alabama's action comes as a breath of clean air, fresh with hope for the South.

At the same time, the voters wrote a climax in a typically American success story. The way up for John Sparkman began in the stony acres of a tenant farmer, his father, in the hill country of Morgan County.

It was a household of poverty, with a tenant-cropper's sorry experience of hard times. Sparkman may tell you of the time he saw his father's plow and tools, a year's thin crop of cotton and corn, and the family cow, all hauled away to help satisfy the season's debt, and then being insufficient.

Education Won by Sacrifice

He might tell you also (his neighbors know the story) of his mother growing old too soon with the drudgery of wash tub and kitchen. The TVA and electricity came to north Alabama too late for the relief of this troubled home. But John Sparkman knows, as well as anybody, the human boon of that service. It is easy to see this

knowledge accounting for his championship of the valley development and other programs to brighten lives.

Young John was the honor student of the high school at Hartselle, to which he walked four miles, and four miles back, in those days before school buses. As a member of the school's debating team he went in the summer of 1917 to a contest at the Alabama Polytechnic Institute, in Auburn, and saw what college means. Back home, he and his father talked things over, borrowed \$75 on the season's crop—perhaps the bulk of its cash value—and with it he went to the University of Alabama.

He arose before dawn to roll cinders in the university power plant, at \$4.20 a week. He was helped along by promotion to be fireman of the boilers, at \$5.25. He got a \$200 history fellowship in his junior year. As a senior he won most of the honors, was president of the student body, and was awarded the faculty cup, as the student who had meant most to the university. He was elected to Phi Beta Kappa. He stayed on to get his LL.B. in 1923, his master's degree in 1924 and returned to Huntsville to hang out his shingle.

The record of a model young man grows almost too conventional—Scoutmaster, Bible class teacher, steward of the First Methodist Church, American Legion commander (he was an S.A.T.C. soldier), district governor of the Kiwanis Clubs, and president of the Chamber of Commerce.

His First Race for Congress

But there was nothing namby-pamby about John Sparkman . . .

—*Louisville Courier-Journal*

By Warren Moscow

The Democratic leadership in New York state, which had been well aware in advance of Tuesday's election of what was coming, issued no formal declarations yesterday of future plans. However, several salient points involving the future were discernible.

There will be no change in the state leadership of the party. Paul E. Fitzpatrick will remain as Democratic state Chairman and Edward J. Flynn has no intention of getting out as Democratic National Committeeman.

The leadership of the party sees no political future in swinging definitely toward the right and becoming a conservative little brother of the Republicans. At the same time, it must seek ways of divesting itself of the "Communist taint" that the Republicans tied to it, with considerable success, in the campaign.

This is likely to lead to a movement to avoid future alliances with the American Labor party whose leadership the Democrats regard as Communist influenced, while nevertheless seeking the support of A.L.P. voters whom the Democrats do not regard as Communists. . . .

—*New York Times*

CHAPTER XXIII

GOVERNMENT

NO TIME TO LOSE

It is reported that one of the fastidious newly married ladies of this town kneads bread with her gloves on. This incident may be somewhat peculiar, but there are others. The editor of this paper needs bread with his shoes on; he needs bread with his shirt on; he needs bread with his pants on, and unless some of the delinquent subscribers to this "Old Rag of Freedom" pony up before long, he will need bread without a damn thing on, and Wisconsin is no Garden of Eden in the winter time.

—Melrose (Wis.) *Chronicle*

In America it had been noticed that the publishers in their organization, concentrated their attention upon business affairs—the price of paper, the development of mechanical facilities, the rates of postage, the questions of labor—leaving the editorial or professional end to shift for itself. It became necessary, therefore, for the editors themselves to organize separately for the promotion and advancement of journalism as a profession; not in opposition to the publishers, but, on the contrary, to support their efforts to make better newspapers by the establishment of better principles, methods and standards of editorial administration. Out of this necessity was born the American Society of Newspaper Editors.

—Carper S. Yost, editor, St. Louis
Globe-Democrat

A NEWSPAPER MAN'S PRAYER

Teach me that 60 minutes make an hour, 16 ounces one pound and 100 cents a dollar.

Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain.

Grant that I may earn my meal ticket on the square, and that in earning it I may not stick the gaff in where it does not belong.

Deafen me to the jingle of tainted money and the rustle of unholy skirts.

Blind me to the faults of the other fellow but reveal to me my own.

Keep me young enough to laugh with my children.

And when comes the smell of flowers, the tread of soft steps and the crunching of wheels out in front, make the ceremony short and the epitaph simple.—
"Here lies a man."

—Syracuse *Post-Standard*

CHAPTER OUTLINE

- I. City Government
 - 1. Mayor
 - 2. City Council
 - 3. City Clerk
 - 4. Corporation Counsel
 - 5. Public Works
 - 6. Finances
 - 7. Other Offices and Boards
- II. Education and the Schools
- III. County Government
 - 1. County Board
 - 2. County Clerk
- IV. State Government
- V. Federal Government

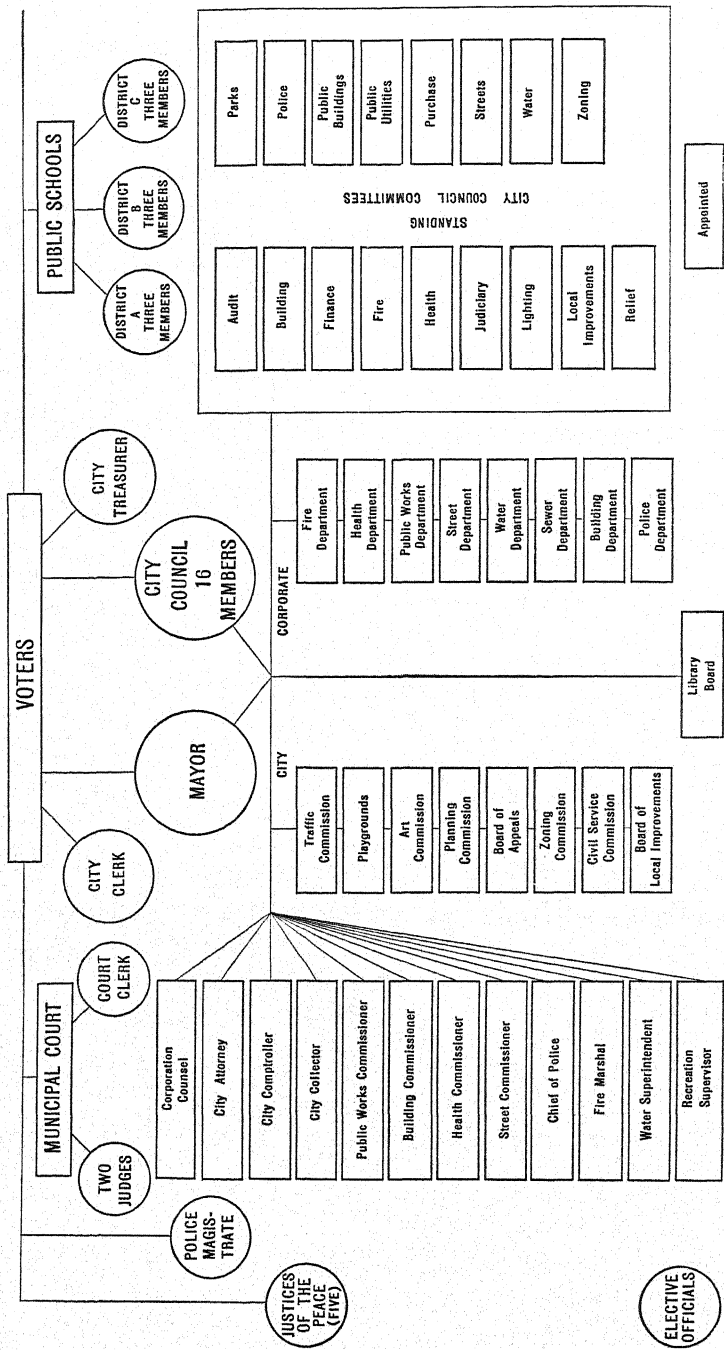
ALTHOUGH SLOW CHANGE is taking place, most college courses in government still are listed under the heading of political science or political economy, which is significant acknowledgment of the fact that success at the polls does not change a politician into a statesman.

Fortunately for the journalism student who takes them, these courses are valuable preparation for the day when he shall have risen to grapple journalistically with the national and international political trends which determine history. Unfortunately for him, however, they may be of little value on his first assignment in governmental news—the city hall, county building or postoffice (federal building).

Before he can do a half-way intelligent job of keeping the citizenry informed as to what its elected representatives are doing, the governmental reporter must know who those officials are, the duties of their offices and the type of news obtainable from each. As regards the incumbents of the offices, he should have the same attitude as the political reporter; that is, he should realize that an office holder generally is a person who wants to be reelected to a lucrative position by so conducting himself as to satisfy a majority of voters, or an adequate number of those who in turn can influence enough of the others.

CITY GOVERNMENT

On the next page is shown the outline of the government in a typical middle-sized American city having the mayor-council plan of government. If the city had the commission plan, instead of the aldermen there would be two, four or six commissioners, usually elected at large and fewer appointive officers, the duties usually performed by them being assigned to the full-time commissioners. If the city had the city manager plan, the important officer would be, not the mayor but the city manager who would perform the duties, in a small city, of many appointive officers under the mayor-council plan. Under the city manager plan the office



TYPICAL MAYOR-COUNCIL CITY GOVERNMENT

of the mayor, if it were retained at all, would be little more than that of presiding officer at council meetings. The city manager would run the city as a general superintendent operates a business or as a superintendent of schools directs a school system. He would be chosen for his expert knowledge of municipal business affairs and would not necessarily be a resident of the city at the time of his appointment.

Mayor. Under the mayor-council plan, which still exists in a majority of American cities, the mayor is chosen as is a governor of a state or a president of the United States, by popular election every two or four years. A significant change has taken place in recent years, however, in that city politics has been divorced from state and national. Except in the larger cities candidates for mayor generally do not run as Republicans, Democrats or Socialists but as independents, their backing crossing party lines.

As the executive head of the city, the mayor is the chief news source in the city hall. He should be aware of every important occurrence in all city departments, most of them headed by persons whom he has appointed with the approval of the city council. For details the reporter should see the department heads themselves, or subordinates in closer touch with the news at hand.

Because the mayor is called upon to take part in most important non-governmental activities in the city, he is a potent source of miscellaneous tips. He is visited by delegations of all sorts and receives letters of complaint and inquiry; he buys the first Red Cross button, proclaims special days and weeks, welcomes convention delegates, attends meetings and gives speeches.

If he is a strong mayor, he has a program for the city which he reveals in his reports, messages and remarks to the city council. Usually he is close to certain aldermen who introduce motions, resolutions and ordinances embodying his ideas. Unable to speak on legislative matters without leaving the presiding officer's chair, the mayor who is a leader has spokesmen in the council who present his point of view for him.

Mayor Aloys P. Kaufmann, whose failure to take action toward establishment here of the Toledo plan for labor peace is the subject of an editorial in today's Post-Dispatch, said to a reporter that the plan was still under consideration. He added that he had failed to find anyone who was "enthusiastic about it," and that he had found labor representatives especially "cold" to it.

The Mayor said one difficulty in establishing the plan here would arise in obtaining an administrator equal to the requirements of the task within the salary which the city could pay. The chief city department heads, and the Director of Personnel of the Civil Service Commission, get \$8,000 a year each.

The Mayor said an experienced personnel man, such as would be required for a labor peace administratorship, probably would require a salary of \$15,000 or \$20,000. It might be possible to make up the needed sum by contributions from private sources, he said, but this might not be generally satisfactory . . .

—St. Louis *Post-Dispatch*

City Council. Councilmen or aldermen usually are elected by wards, geographical units into which the city is divided. They devote only part time to their official duties, possibly doing little more than attend weekly or semi-monthly meetings. Committee meetings are held council night before the general session and may be closed to reporters. Chairmen of important committees, such as finance, streets and relief, are compelled to give some attention to their aldermanic duties throughout the week, at times at least, and may be interviewed in case of important news. A typical order of business for a city council meeting follows:

Roll call by the city clerk

Minutes of the last meeting

Communications read by the city clerk

Standing committees (reports called for in alphabetical order)

Special committee reports

Call of wards (each alderman brings up any matters pertaining to his ward which needs council or executive attention)

Miscellaneous business, including mayoral reports

Adjournment

The rules for covering a city council meeting do not differ from those which apply to any other type of meeting. Because of the importance of council meetings, however, it frequently is necessary to write two or more stories adequately to play up different matters affecting the public. It is seldom that a reporter can write his story entirely from the notes he is able to take as motions are made and argued, matters referred to different committees, etc. Usually he must verify names, the wording of motions and resolutions, the outcome of votes and other matters by consulting the city clerk or his stenographer at the end of a meeting.

In an advance story of a council meeting the nature of business likely to come up should be emphasized. The experienced reporter usually can anticipate the nature of debate and the lineup of votes. He also should attempt to interpret the significance and possible aftermath of any controversial matter.

By James Inglis

The plan to build a \$20,000,000 city airport at 8½ Mile and Wyoming will be disposed of by formal vote of the common council tonight.

If the lineup of councilmen remains unchanged, the so-called northwest site will go down to defeat by a vote of 5 to 4.

Councilmen Edwards, Lodge, Oakman and Cody favor the northwest airport. Councilmen Castator, Rogell, Dorais, Comstock and Vanantwerp are opposed.

Mayor Wants Action

Mayor Jeffries, who also favors the northwest site, has promised that he will try to get a final decision before Jan. 31—the date on which the offer of a gift of 704 acres at the site expires.

Regardless of the outcome, few observers had any hope that tonight's action would be final.

Allen C. Dean, secretary of the Metropolitan Detroit Civic Airport Trust, today was on the verge of conceding defeat. He said the would-be donors of the \$650,000 for land at the northwest site would have their money returned to them at once.

"Nothing short of a miracle can save it now," Dean declared.

"They have kicked this around for 7½ years and now the airlines have moved to Willow Run. I'm all through.

"If the city wants a modern airport now, let the city department heads get one. It's their job from here on. Apparently they don't want the aid of the industrial groups."

Will Seek Ballot

Councilman Oakman will attempt to keep the northwest site alive even though voted down tonight. He said he would seek a ballot proposition on the question at the next election, probably in June.

If the northwest site is turned down tonight, Wayne County Airport will remain as the city's "major interim airport," according to a council resolution already adopted.

—*Detroit Times*

In reporting the outcome of a meeting the interpretative reporter similarly explains the issues involved, the arguments of debaters and the political lineup on votes.

The City Council adopted yesterday, by a vote of 13 to 8 an amended 1946 capital budget of \$208,853,423, as approved by the Board of Estimate and certified by Mayor O'Dwyer on June 27. The amended budget, replacing the \$224,986,446 one adopted last winter, now becomes the official framework within which all capital expenditures for this year must be made.

Adoption of the budget was voted at a heated session that revealed a split in the ranks of the Democratic majority in the Council. Councilman Frederick Schick of Richmond and Hugh Quinn of Queens deserted their colleagues to vote with a Communist-American Labor-Liberal-Republican bloc against the amended budget.

Mr. Schick's negative vote was his protest against refusal of the Council to delete an item of \$650,000 for a land-fill operation at Fresh Kills, S.I., while Mr. Quinn's vote expressed his feeling over the refusal of his colleagues to eliminate \$26,000,000 earmarked for construction work at the Idlewild Airport in Queens and several additional items covering park and highway projects in several boroughs.

Mr. Quinn's motion to delete the \$26,000,000 Idlewild item was defeated by a vote of 11 to 9, but only after Councilman L. Gary Clemente and Mae Gallis, also of Queens, had changed their votes, first having voted to sustain their colleague's motion. Mr. Quinn's colleagues from Queens changed their votes after Vice Chairman

Joseph T. Sharkey of Brooklyn, leader of the Democratic majority, had applied the party whip. Observers at City Hall viewed the incident as further evidence of the reported break between Mayor O'Dwyer and Rep. James A. Roe, Queens Democratic leader.

The amended budget was adopted after the Council had approved a majority report from its finance committee, recommending that course. Councilmen Quinn and Schick did not vote on the motion to approve the report . . . —*New York Times*

Covering the city fathers is not entirely without its humorous side.

The scene is a meeting of the finance committee of the City Council yesterday, headed by Ald. James B. Bowler (25th).

BOWLER: Next we have a request from the psychiatric institute of the Municipal Court for \$2,300.

ALD. JOHN J. DUFFY (19th): Tell me, man, what do they want with it?

BOWLER: They want to buy a—an—that is—enceph—no, it's an electro—

ALD. JOSE H. S. GILLESPIE (29th): Electric fan, maybe—to fan brows?

BOWLER: No, they want this thing here.

(Displays paper with the word "Electro-encephalograph.")

ALD. THERON W. MERRYMAN (45th): Somebody look in the dictionary.

ALD. WALTER J. ORLIKOSKI (35th): I did. It isn't there. Even Webster doesn't know what it is.

BOWLER: Well, they want it anyway. It does something about brains.

DUFFY: We could use that around here.

GILLESPIE (scathingly): On what?

ORLIKOSKI: Just a minute, now. Where'll we get the \$2,300?

BOWLER: They want to have it taken from another fund.

DUFFY: What fund?

BOWLER: The fund we have set aside to clean the exterior of the City Hall.

DUFFY: Let's buy it for them. The inside of the City Hall needs cleaning a lot more than the outside.

ORLIKOSKI: But we still don't know what it is.

BOWLER: Never mind. Motion carried. Will the minutes show that we are going to buy an electro-encephalograph. Don't bother to have the minutes show what it is.

—*Chicago Sun*

City Clerk. This elective officer might be termed the city's secretary. He attends council meetings and takes minutes, receives communications addressed to the city, issues licenses (dog, beach, etc.), receives nominating petitions and supervises elections and preserves all city records.

Corporation Counsel. A lawyer, he is legal adviser to the city and its representative in court in major matters. In smaller communities his duties are performed by the *city attorney* who, in larger places, is the prosecuting attorney in criminal cases; much of his work relates to minor court cases. His title may be *city solicitor*.

Public Works. The tendency is toward consolidation, under a *commissioner of public works*, of the departments of streets, water, public buildings, local improvements and others. If the offices are not consolidated, the commissioner of public works has charge of new construction of streets, sewers, etc., whereas the *street commissioner* has the responsibility of seeing that the streets are kept clean and in repair and usually has charge of garbage collection. The *city engineer* works under the commissioner of public works.

The newspaper has it within its power to interpret the activities of these departments for taxpaying readers.

By Charles B. Cleveland

A uniformed policeman noted the pile of garbage strewn in the alley; walked around to the apartment with an arrest book in his hand.

This is a frequent scene in Chicago now as every ward has a policeman assigned to arrest garbage violators who litter alleys and who fail to employ refuse cans.

Let's walk along with Officer Peter Miller, a veteran of nine years at the Fillmore Station, as he enforces laws on refuse in the 29th Ward.

Here's an alley in back of 509 South Keller av., with rubbish and garbage piled alongside the building. There are no refuse cans.

"This alley was cleaned yesterday," Vito Marzullo, ward superintendent said, "now look at it—"

Miller knocked on the apartment door and Mrs. Yolanda Nania, a tenant, answered.

"I think it is a good thing you are doing, trying to keep the alleys clean," she said. "But we have no cans. We had some before but somebody took them."

"Did you dump your garbage in the alley?" she was asked.

She shrugged. "Yes. What else can we do?"

"Notify the owner to get some cans for this building," Officer Miller warned. "I'm going to check here on Saturday and if there are no cans, I'm going to issue a summons and he'll have to go to court."

In back of 4101-03 W. Van Buren st., a pile of rubbish lay alongside a half-filled can. The landlord, Daniel King, was brought down to look at the litter.

"I don't know about it," he said. "That didn't come from our place. Somebody must have come along and dumped it there."

A man came up to the reporter as he watched the scene. "You looking at the alleys?" he asked. The reporter nodded. "How about telling that landlord over there," he pointed across the street, "to get some cans. The people have to dump in the alleys."

A youngster, Barney McCarville, of 4157 W. Van Buren st., also watched the scene. "Our alley doesn't look like that," he said proudly. "We've got cans and we use them and we keep the alley clean."

"We've got seven-day service," Marzullo said, "but if the people won't help—"

—Chicago Daily News

By Marion Porter

The man on the street doesn't know and doesn't care whether he is riding on "batch-mix" or "continuous-process" asphalt.

But right now exponents of the two different schools of mixing are having a dignified controversy on the subject.

Because J. W. "Bill" Goose of the Jefferson Construction Company is a continuous-process man, he has not yet been awarded contracts on street jobs on which he was low bidder. City specifications call for the batch-mix method. The contracts are held up pending the arrival of Law Director Gilbert Burnett, now on vacation, who will decide whether the city should, or should not, let contracts to "a nonconforming" bidder, even though he be low bidder.

May Get Court Decision

"I'm going to get a decision from the Court of Appeals, if necessary, before I do anything," Goose said yesterday. "I'm going to find out if one man can set up specifications as to method of mixing—if specifications of the ingredients are all right, of course."

Works Director James B. Wilson said that the Jefferson Construction Company probably won't get four of the street contracts it bid on, but none of the other recent bidders will get them either, because the City plans to do the work itself.

The company, however, may get two other street contracts on which it was low bidder because they involve street-construction work at property-owners' expense. Burnett will have to rule on this also.

Either method of making asphalt is acceptable to the State Highway Department, said Harry Eads, Anchorage, senior material laboratory aide for the Highway Department. The Jefferson company now has a State contract for resurfacing sections of Broadway. The Highway Department inspects every carload of the material.

"It's just two different methods of reaching the same conclusion," said Eads. "We don't care how they make it as long as the results are right. If the sprockets and feed gates are set right the continuous-process is just as accurate as the batch-mix; and likewise, if the operators accurately weigh the ingredients in the batch-mix method, it is just as accurate as the continuous-process."

Weigh Ingredients First

To the layman the chief difference in the two methods is in the preliminary steps. The batch-mix people weigh the ingredients first. Everything is done by machine in the continuous-process method. One side claims that the machine process is more accurate since it is not subject to the human element of skill, fatigue and indifference. The batch-mix people lean toward placing trust in man rather than machine.

The Jefferson Construction Company's expensive, gigantic Barber-Greene mixing plant on Crittenden Drive is flanked by piles of gravel, rocks and sand. The material is picked up in automatic containers with wickets on them, passed along through a series of conveyor belts; stewed, boiled, stirred, screened and sprayed and comes out as the finished product, untouched by human hands, at the rate of 6 tons in five minutes . . .

—Louisville *Courier-Journal*

Finances. The three most frequently elected officials are the mayor, city clerk and city treasurer; other city officers also may be chosen by the voters but usually are appointed by the chief executive with the approval

of the council. It is the duty of the *city treasurer*, of course, to collect taxes and other moneys due the city and to pay bills upon executive order. There also may be a *city auditor* who keeps detailed records of the city's financial setup and acts as financial advisor. Also there may be a *city collector*, who is chiefly a desk clerk to take in money and a *purchasing agent*, in charge of buying material authorized by the city council.

The financial setup of a city requires study to be understood. The reporter struggling to comprehend it has the consolation of knowing that many city officials don't know what it's all about. State law limits the taxing power of a municipality, usually by restricting the rate at which each \$100 of assessed valuation of real and personal property can be taxed for each of several different purposes. The city's budget cannot call for expenditures beyond the total tax collection possible for a given purpose as streets, parks, libraries, etc. The financial operations of a city furthermore are limited by state laws, restricting the city's bonding power. A city, for instance, may be allowed to issue tax anticipation warrants to only 50 or 75 per cent of the total amount which would be realized from the collection of taxes if all were paid. Financial houses which purchase these warrants, however, may not be willing to approve the issuance of as many as the law would permit. In Illinois a city's bonding power is limited to 2½ per cent of assessed valuation.

The reporter with a good grounding in economics and commerce courses has an advantage in comprehending municipal finance. Any reasonably intelligent reporter, however, can grasp it if it is explained clearly to him. He should not feel embarrassed to ask some city official qualified to do so—the city treasurer, auditor or chairman of the council finance committee perhaps—to give him an hour's time to outline the basic principles of the system. Once he has mastered the essentials himself he will be in a position to perform a valuable public service by making each story related to city finance a lesson in an important phase of government for taxpaying readers. With training he may even be an authority on the finances of his own city at least.

At least three financial stories annually are of "sure fire" interest. They are: (1) announcement by the assessor of the assessed valuations of real property; (2) announcement of tax rates; (3) passage of the city budget.

An example of a city budget story already has been given. The assessment story may not be an annual, as many places have new assessments biennially or quadrennially. There invariably follow interminable appeals to the board of tax appeals by property owners seeking reduc-

tions, and there always is at least one additional news story regarding the quantity of such suits.

By Ray Leavitt

The highest assessment roll in the city's history—a gross valuation of \$878,370,697 on property—was reported yesterday by Assessor Russell L. Wolden.

The assessments for the 1946-7 tax year represented an increase of \$20,912,496 over last year's roll, but it was offset by a rise in exemptions for veterans and for hospital, charitable and religious organizations.

These exemptions reduced the net total to \$858,323,458, but this is \$11,700,582 greater than last year's figure.

Wolden valued land at \$297,014,769, an increase of \$1,061,554. Building values were upped from \$371,683,405 last year to \$379,286,329 and tangible personal property (merchandise, equipment, furniture and fixtures) was appraised at \$116,985,599, an increase of \$10,768,098.

The State Board of Equalization valued private utility properties at \$85,084,000, an increase of \$1,479,920 over last year's appraisals.

"The \$8,500,000 increase in the assessed value of buildings," said Wolden, "was due mainly to equalization studies which resulted in increases on multiple-storied downtown building units.

"The balance of the increase is due to revised assessed values where alterations were made to existing structures and partial assessments on new construction, both residential and industrial."

The increase of a million dollars in land values, the assessor explained, resulted from equalization of values and increased values on newly developed subdivisions, including the Sunset division, Visitation Valley and Silver Terrace.

Wolden, however, refused to increase the assessed value of existing homes in exact proportion to inflated sales prices.

"In my opinion," he said, "the inflated replacement cost on existing homes should not represent the actual value of the homes."

But in his valuation on homes, Wolden granted no reductions for depreciation because of the increase in the cost of labor and materials.

"Holding back reductions for depreciation is less painful to the home owner than increasing the assessed value to today's prices," the Assessor said.

The raise in value of tangible personal property was declared due partially to the establishment of new businesses and by recent checks by the Assessor's auditors on business inventories.

The report showed the number of veterans applying for the \$1,000 property tax exemption increased from 16,645 to 22,095. The property exempted for veterans was valued at \$14,423,239, an increase of 33 per cent over the amount exempted last year.

The result of the property tax exemption for hospital, charitable and religious organizations, voted last November, was reflected . . . —San Francisco *Chronicle*

When he knows the valuation placed on his property and the legally adopted tax rate (the amount he will have to pay for each \$100 worth of assessed valuation) the taxpayer can figure out his own tax bill. Taxpayers' suits to set aside a tax rate in whole or part on the basis that

some item in the city budget is improper are frequent. Usual practice in such cases, and when appeals are pending from the assessor's valuations, is to pay the tax under protest. If the protest is allowed, often after an appellate court decision, refunds are made. To postpone tax collections until after all appeals are decided would be to deprive the city of revenue.

County Clerk Michael J. Flynn yesterday announced the 1946 property tax rates for most of the 460 taxing bodies in suburban Cook County outside of Chicago.

The new rates had been withheld pending an Illinois Supreme Court interpretation of the Butler tax laws of the 1945 General Assembly which required that all property in the state be assessed at full value.

Increases in some of the suburban rates were greater than the increase in Chicago's rate, which went from \$2.67 per \$100 in 1945 to \$2.75 in 1946, an increase of 8 cents.

As an example, Oak Park's 1946 rate was increased 10 cents, from \$2.16 to \$2.26.

Winnetka's school district No. 36 went from \$1.96 to \$2.11, District No. 37 from \$1.67 to \$1.81, and District No. 38 from \$2.07 to \$2.17.

Under the Butler laws, local taxing bodies were limited in the amount of increases they could make unless a higher rate was approved at a referendum. Such was the case in Oak Park. In some other communities, the taxing bodies were able to make a sizeable increase without a referendum because the former rates were considerably below the limitation. This was the case with Winnetka.

On the other hand Maywood will find itself in stringent financial difficulties because the rate already was high and the voters refused to approve an increase.

Because of this action, Maywood was forced to reduce its rates. In the Washington School Park District of Maywood, the rate went down from \$2.48 in 1945 to \$2.46 in 1946. The rate for the West Maywood Park District went from \$2.64 to \$2.49.

Oak Park and Evanston held referendums and approved higher levies but the elections were held invalid by Flynn because the propositions were faultily worded. The increases in the tax rates in these two suburbs therefore were not as large as they would have been had the elections been legal.

Operation of the Butler tax bill also forced a reduction. . . . —Chicago Sun

The following is an example of how a trained reporter can make other aspects of municipal finance comprehensive to laymen.

Although the city's bonded indebtedness will be reduced \$99,000 in 1946 and \$98,000 in 1947, no real "breathing spell" to permit a sizable addition to the total indebtedness will occur until after 1949, figures obtained today from E. M. Corbitt, city auditor, reveal.

It was because they felt that the city already is bonded too heavily that a majority of the city council this week voted down a proposal of Ald. Robert E. Jones, chairman of the streets committee, that a special bond issue election be held to raise \$175,000 as the city's share in a new \$300,000 state streets improvement program.

Total bonded indebtedness of the city today is \$980,000; the maximum permitted by law is \$1,250,000. However, it is the feeling of many aldermen and some city

officials that approval could not be obtained from Kerrigan & Cross, financial attorneys, for an increase in the bonded indebtedness at this time. It is pointed out that some difficulty has been encountered in obtaining approval of some of the recent bond issues.

To Retire Certain Bonds

May 1, 1947, general obligation bonds totalling \$31,000 will be retired and June 1 another \$63,000 will be paid off. Aug. 1 \$5,000 will be retired. It is the feeling of some members of the council who favor a new streets improvement bond issue that these reductions in the total bonded indebtedness would be sufficient to obtain approval next spring of their new bonds.

"Big" years for the retirement of Milltown city bonds will be in 1950 and 1951, in each of which \$109,000 worth will be retired. In 1953 \$101,000 of bonds will be retired. Thereafter, unless new bonds are issued in the meantime, the tax levies for bond retirement will be reduced greatly.

The following figures indicate the amount of bonds to be retired each year from 1946 to 1958 inclusive:

<i>Year</i>	<i>Amount</i>
1946	\$99,000
1947	98,000
1948	94,000
1949	94,000
1950	109,000
1951	109,000
1952	70,000
1953	101,000
1954	50,000
1955	39,000
1956	39,000
1957	34,000
1958	33,000

For the years 1959 to 1964 inclusive the retirement will be \$15,000. For 1965 it will be \$25,000. The city at present is not bonded beyond that year.

Other Offices and Boards. The police and fire departments and the courts already have been discussed and schools will be the subject of the next session. There remain the offices of the building commissioner, commissioner of health, superintendent of playgrounds and recreation, other minor officers (sealer, purchasing agent, etc.) and the numerous official and semi-official boards and commissions.

The first requisite of the city hall reporter is to be aware of the existence of these offices and boards and of their functions. In no two communities is the setup exactly alike, although generally to be found are the following: civil service commission, zoning board, board of tax appeals, library board and planning commission.

In some cities these groups are active and newsworthy; in others they are dormant, their existence seeming to serve little purpose other than to provide the mayor with the opportunity to appoint minor political

followers to prestige positions. A live chairman, however, can make any one of the groups a vital factor in municipal affairs. The civil service commission, for instance, can cease being the rubber stamp for political appointments that it is in many places and can become a real watchdog of the merit system by insisting that all jobs which should be filled by civil service examinations are so filled, that the spirit of civil service not be defeated through repeated temporary appointments in lieu of holding examinations to fill vacancies, that too much weight not be given in the final ratings of candidates to the "intangible" qualifications as contained in the recommendations of political friends, that dismissals from city employment be for valid reasons rather than as a result of trumped up charges and that the conduct of examinations be absolutely honest.

Civil Service examinations for seven city positions now filled by temporary employes will be held next month. They will be given in the Board of Health building, 19 W. Market street, Ralph Williamson, secretary of the Civil Service commission, announced yesterday.

The highest paying position is that of deputy city treasurer with an annual salary of \$7,750. The examination will be given at 9 a.m. April 2. The present deputy is John Cooper.

Examinations for three jobs as assistant supervisor of operations at Municipal airport will be held at 9 a.m. April 12. The incumbents are Roy Brody, Mitchell Arnold and Herbert Small.

Dr. Peter Orthcott, president of the board of health, telegraphed 30 more hotels and restaurants yesterday, warning that those with unsanitary conditions must correct them immediately or be closed.

Nine restaurant operators were summoned before the board yesterday for unsanitary food conditions. Five agreed to close until corrections were made. Three others said corrections were being made and inspectors were sent to check.

The ninth, Joe's Grill, 90 East Wabash street, had cleaned up since Wednesday's inspection. The restaurant was allowed to remain open with a warning not to repeat the violations.

The five restaurants which closed voluntarily, and the violations reported by inspectors were as follows: . . .

EDUCATION AND THE SCHOOLS

Unless a prominent educator makes a speech, grants an interview or contributes a special signed article in which he discusses theories and principles, a newspaper's interest in education usually is restricted to the "externals"—enrollment, faculty and curriculum changes, student activities, new equipment and buildings, graduation, etc. To cover such routine school (as distinguished from educational) news the cub re-

porter needs no particular instructions. He can get what he wants through making the acquaintance of the superintendent of schools, principals, important teachers, school board members and others connected with the school system.

In its matter-of-fact attitude toward education, the American press merely reflects public sentiment. Compulsory school attendance is taken for granted because a democracy cannot tolerate illiteracy. There is a great amount of knowledge, such as that c-a-t spells cat and two plus two equals four, that everyone must know. It is the function of the schools to impart this information so as to bring boys and girls up to date as to what has happened in the world before their arrival in it. New methods of imparting this knowledge may be tried out, but lay school boards have performed well their responsibilities of seeing that the fundamental purpose of education remains unchanged. During hard times the "frills," tolerated in better days—vocational training courses, special rooms for the mentally or physically handicapped, art, music, etc.—are eliminated so that instruction in the three R's and other "vital" subjects may not be curtailed.

Adverse criticism of the purpose as well as the methods of American public school education is of long standing, but it is comparatively recently that the critics have been able to try out their own ideas, mainly in private experimental schools. The schools of education in most leading colleges and universities are converted to the belief that sweeping changes should be made and are graduating potential teachers prepared to contribute their bit to effecting those changes. As yet, however, there is too little agreement among the critics of traditional education as to what the substitute plan should be for progress to be marked. Among the points raised against the present system, by both educators and others, are the following:

1. The almost blind faith that several generations of Americans had in education has not been justified by results. The most highly educated have not been the most successful. In fact, they have proved to be less "practical" than the poorly educated.

2. The schools have become the tools of powerful pressure groups which have obtained the teaching of their propaganda as fact.

3. The ex cathedra manner in which knowledge has been imparted has discouraged individuality and mental initiative. The human product has become both inferior and standardized.

4. The world with which children have become acquainted through

the schools has been envisioned as a static one in which values are fixed and certain. The actual world is dynamic, replete with conflicts; the graduate of the educational system is unprepared to adjust to it.

5. The personality of the child has been neglected. It is more important to produce mentally adjusted children than ones crammed full of miscellaneous information either of no value to them or soon to be forgotten. To be effective, teaching must be more individualized.

6. The curriculum has been so enlarged that there is no correlation between the many subjects a student studies. Emphasis is on courses and grades rather than upon a connected point of view toward the world as a whole. Knowledge has, for pedagogical purposes, been pigeonholed and is being offered students in cafeteria style. In reality all knowledge is related.

7. Free inquiry and discussion are not permitted because of outside pressure. Instead of a scientific spirit of inquiry, open mindedness and tolerance, the schools are compelled to teach dogma and to discourage skepticism.

This list by no means exhausts the charges that have been brought against contemporary American education, but it is sufficient to indicate that, in professional circles at least, the role of the school is being reexamined as carefully as is that of the newspaper. Social forces, of which those affected by them may be totally unaware, are bringing about changes in education as in all other important institutions. The reporter who is aware of the stresses and strains involved will observe them in operation in the school system for whose news he is responsible.

Until the lines of those struggling to conserve or change educational purposes and methods become tighter, the interest of the American press probably will continue to be merely the schools as distinguished from education as a phase of national life. It seems a safe prediction, however, that it will not be many decades before the conflicts between groups in the educational world and between the schools and outsiders will become more newsworthy. Then, educational news will become more interpretative.

The following article, one of a series during a campaign preceding an election on whether to continue a school tax to permit operation of a number of special schools, was frankly colored in favor of the proposition. Despite this unconcealed bias, or perhaps because of it, the article served the purpose of interpreting the work of the special schools to taxpaying readers:

This article is directed at those enfranchised St. Louisans who may still be skeptical regarding the merits of the proposal to continue the school tax of 85 cents per \$100 assessed valuation.

It is intended as a challenge to such voters to emulate the recent example of a *Star-Times* reporter before going to the polls Feb. 20. That reporter spent a day visiting several of the special schools threatened with extinction if the Board of Education's budget is further curtailed.

An opportunity to inspect the work of these institutions is to be afforded all voters Friday, when open house will be held throughout the city's school system. Typical of what those who accept the Board of Education's invitation on that day will observe are the following scenes:

A 17-year-old girl, totally paralyzed since birth, screeching with joy upon completing her first successful attempt to arrange a number of wooden letters so as to spell her name. (At the Elias Michael School for Crippled Children, 4568 Forest Park avenue.)

A 10-year-old boy and an 8-year-old girl, both beautiful children, arguing as to whether Abraham Lincoln served one or two terms, although neither could hear a sound of what the other laboriously uttered. (At the Gallaudet School for the Deaf, 1600 S. Grand boulevard.)

A dormitory of giggling sixth-graders snuggled under warm blankets on army cots in a room swept with chilly fresh air while a bundled teacher read history to them as they rested their weak hearts and emaciated bodies. (At the William Taussig Open Air school, 1540 S. Grand boulevard.)

Four couples, hopelessly deficient as far as the three R's are concerned, whirling each other about with professional grace in a French peasant folk dance while a class of fifty others beat time. (At Special School No. 7 for the mentally deficient, 1500 S. Grand boulevard.)

First to Be Deprived

Perhaps the calloused voter will be able to experience such sights as these without emotion. The reporter, used to covering murders, horrible accidents and legal executions, couldn't. He was unable even to ask questions in many of the rooms that he visited for fear of making an embarrassing demonstration of his feelings.

When he realized that, because of a stupid law, these adorable youngsters who need tutelage most would be the first to be deprived of it in the event of a retrenchment, he was wrathful. . . .

"Normal Environment"

In any one of these schools the handicapped child finds himself in what is, for him, a normal environment. No longer is he a grotesque misfit. Instead, he belongs to a group all the members of which are like himself. From 8:30 A.M. to 3:30 P.M., the same hours he would put in at a regular school, he is emancipated from commiseration likely to make him conscious of his deficiency. Deliberately he is prevented from feeling sorry for himself; his capacities rather than his shortcomings are emphasized. . . .

—St. Louis *Star-Times*

COUNTY GOVERNMENT

The county building is what ordinarily is known as the court house because the county court is the most important room in it. The same

building probably also contains the circuit court and possibly the municipal court, if there is one, and the court of a police magistrate or justice of the peace. There also are other offices of county officials.

County Board. Corresponding to the city council (or *board of aldermen*) of a city, is the county board, also called *board of commissioners* or *board of supervisors*, which is the governing body of a county. Its president (or chairman) may either be elected by the voters or selected by the board members who are elected by townships or at large. In smaller places the board may meet infrequently, as bi-monthly or semi-annually; in large places it meets almost as frequently as the city council. Its powers are limited because the county is primarily an agent of the state in collecting taxes, enforcing laws, recording documents, constructing and maintaining highways, providing poor relief, administering rural schools, supervising nominations and elections, guarding public health and performing other functions. These duties are the responsibility of the elective county officers.

The Wayne County Board of Supervisors today voted unanimously to direct the County Road Commission to expand Wayne County Airport facilities so that the port may be used "as soon as possible" as Detroit's interim major metropolitan airport.

The authorizing resolution ordered the road commission "to proceed without delay to prepare plans, to study and negotiate financing, and to make all necessary arrangements to improve, develop and expand the airport's facilities so that it will be available for intra-state, interstate and international air transport operations."

The supervisors' action, by a vote of 59-0, was asked recently by the City Council following a hearing participated in by the Michigan Aviation Commission and airline representatives . . .

—Detroit News

Bids for materials for resurfacing and building portions of roads in Embarrass and Kansas townships were let this morning by the road and bridge committee of the Edgar County Board of Supervisors. The improvements will be financed under the provisions of Illinois Senate Bill 327 passed by the 64th legislature for the purpose of allocating funds for township road improvements on the basis of the total township road mileage in the county as compared with the total township road mileage in the state.

The successful bidder on gravel or stone was the J. F. Powers Company, Clinton, and on 12 to 48-inch pipe the Armco Drain and Metal Products Company, Inc., Springfield. For surfacing materials for Embarrass township, the Powers company offered a bid of \$12,984.63 as compared with the estimate of \$13,467.33 made by John M. Bloss, Edgar county superintendent of highways. For Kansas the bid was \$8,977.50 as compared with an estimate of \$9,276.25. For the 426 lineal feet of pipe line necessary for making culverts, to replace small bridges, the Armco company's bid was \$726.18 as compared with the \$886.20 estimate.

Work on the roads will begin in the near future. No funds will be taken from

local taxation, Motor Fuel Tax allotments or federal road grants to finance the project. The money will come entirely from Edgar county's share of the \$15,000,000 appropriation made under Senate Bill 327. The amount for Edgar is approximately \$174,000. Before projects can be started, the state must approve the resurfacing or building . . .

—Paris (Ill.) *Beacon-News*

The finance committee of the Cook County Board presented a tentative \$26,989,762 budget for 1947 today, topping the all-time high of 1946 by \$1,301,443.

The largest increase in the new schedule, \$522,540, would go for salaries of new employes in the assessor's, treasurer's and recorder's offices.

The board set a public hearing on the new budget for 10:30 a.m. next Monday in its offices and will pass on it finally Feb. 14.

Commissioner Chris Jensen introduced a resolution to provide an additional 10 per cent salary increase for all county employes making less than \$3,000 a year.

He said the extra \$1,000,000 this would cost could be met by raising marriage license fees from \$3 to \$5, tax search fees from 40 cents to \$1.50 and all other county fees by one third.

Dan Ryan, chairman of the finance committee, said it would be impossible to do this "right now."

Jensen replied: "We all know it's hard for a county employe who makes \$160 to \$300 a month to live in these times. I think the public would be glad to go along and give the increase."

Jensen suggested that the county could raise more revenue by taxing approximately 1,000 music boxes in the country towns, just as Chicago imposes a \$50 city license, and advocated licensing lunch stands, restaurants and cigarette vendors.

Commissioner Clayton F. Smith, former president of the board, said, "This board restored a 15 per cent salary cut and granted two raises in the last 10 years."

Jensen said, "So what? They're still underpaid."

Salaries total \$18,931,664 in the tentative budget.

The board opened bids on dairy products today, and decided to readvertise for bids because of their recent drop in price.

—Chicago *Daily News*

Tax anticipation warrants totaling \$13,000,000 were sold yesterday at a meeting of the Wayne county board of commissioners. William Fields, board president, said the interest rates were the lowest for any sale made by any local taxing body.

The average interest rates for the warrants were: Wayne county corporate warrants, .0133; county highway warrants, 0.147, and forest preserve warrants, .0133. The forest preserve district also sold \$100,000 construction warrants.

County Clerk. Secretary of the county board, the county clerk also issues licenses (wedding, hunting, etc.), accepts nominating papers, supervises the printing of ballots, receives election returns and keeps county records. If there is not a separate elective officer, *a register of deeds*, he also records articles of incorporation, receives applications for corporation charters and keeps all other records and documents of private transactions. It is to him one writes for a copy of his birth certificate or to prove ownership of a piece of property.

Duties of the *sheriff*, *prosecuting attorney* and *coroner* and the operation of the county court already have been explained. The sheriff usually has his office in the county jail and the coroner may be a practicing physician or undertaker with a private office.

The *county treasurer* is an agent of the state, collecting taxes which he forwards to the state capital. He pays county employes out of funds reallocated to the county from the state and meets other obligations in similar fashion. The *county assessor* assesses the value of property in the county, prepares maps to show real estate ownership and reports his findings to the state.

The *county highway commissioner*, *county engineer*, *county surveyor*, *county superintendent of schools*, *county health officer*, *county agricultural agent* and other county officials perform duties suggested by their titles.

STATE GOVERNMENT

Unless he works in one of the 48 state capitals, the beginning reporter has little contact with state governmental offices. If he is ambitious to become the state capital correspondent for a metropolitan newspaper as a possible step toward a similar position in Washington, D. C., covering the city hall and local politics furnishes excellent training.

Although he does not attend legislative sessions or visit the offices of state officers, some member of the editorial staff of the small city newspaper follows what is happening at the state capital as the local community is certain to be affected. City officials, civic organizations and other individuals and groups discuss state governmental matters and make known their opinions to their representatives in the legislature. Often it is necessary to obtain passage of a state law before it is possible for the city council to take some desired action; the corporation counsel may write such laws which members in the legislature from the district introduce and push to adoption.

The following are examples of how to localize what is happening at the state capital so as to emphasize its importance and the role played by local persons:

Mayor Walter E. Lewis today urged State Rep. Oscar R. Fall and State Sen. James L. Born to support the bill pending in the state legislature which would permit Milltown and other cities in the state between 25,000 and 100,000 population to establish a municipal court.

All doubt as to the legality of Milltown's compulsory automobile testing station was removed today when Gov. Dale O. Hart signed the enabling act prepared by

Corporation Counsel V. K. Kenwood and passed unanimously last week by both houses of the legislature.

Representatives of The Crib, Milltown's foundling home, will go to the state capital tomorrow to join the lobby fighting passage of a bill which would establish a state department of public welfare. The bill is considered a threat to the local institution because it is believed a state department with power to direct all such establishments would insist upon regulations which The Crib could not meet and continue to exist.

Killing of the remaining state library appropriation in Springfield last night in the term-end jam by a legislature anxious to adjourn late tonight, will deprive Milltown of the purchase of books and periodicals to the amount of \$6,000 during the next two years, Miss Edith Delancey, city librarian, revealed today.

Reversing its action of two years previous when \$600,000 was appropriated for the state library relief fund, the legislature killed every important bill concerning libraries that was introduced during this session.

The following feature article was written by a reporter after a one-day visit to the state capital. It is an example of how a journalistic outsider can introduce a fresh point of view into such reporting and also of the extent to which the power of observation and a rich vocabulary make for effective descriptive writing:

Jefferson City, Dec. 7.—A day in the two branches of the Missouri legislature leaves an unenlightened visitor in a state of bewilderment as to why the Congressional Record and similar verbatim accounts of the proceedings of law-making bodies should be considered traditionally as dry reading.

It is necessary, in seeking an explanation, to realize that even a Gilbert and Sullivan comic opera in manuscript form, without the accompanying music, often fails to entertain. It should behoove anyone interested in informing a constituency regarding the activities of its representatives to utilize sound-producing apparatus in preparing the record.

Certainly a dictaphonic or phonographic reproduction of a day's business in either the senate or the house of representatives here would be edifying to any Missouri taxpayer. In the case of the house it would sound like a broadcast from Sportsman's Park; in the case of the senate the listener might believe he had tuned in on the city morgue.

In neither senate nor house is it possible at any time to comprehend what is transpiring. That goes not only for the school boys and girls and their teachers in the gallery, but for the members themselves, the presiding officers and the press as well. The reasons why this is so, however, are exactly the opposite in the two branches. In the house it is because there is too much noise; in the senate because there is not enough.

How They Work

An account of part of the proceedings in both house and senate yesterday morning will illustrate the points of this article.

It is exactly 10 o'clock in the house and almost every seat is occupied. Speaker Meredith, flanked by the chaplain and a youth of perhaps 15 years, mounts the rostrum. The speaker hands the gavel to the boy who brings it down thunderingly three times.

Instantly everyone is on his feet and remains there while the pastor prays. These 150 men possess strength, courage and wisdom in the making of a record for future generations to emulate, he says, while the assembly enjoys the only minutes of calm it will experience during the morning.

The chaplain's "amen" is the signal for pandemonium comparable to nothing this side of a Turkish tourist bazaar at Istanbul. Few, if any, representatives with seats back of the second row hear Speaker Meredith tell them that the boy who called them to order (?) is Wendell Leonard, speaker of the Junior Association of Ozark school, Christian county. At least 25 members are on their feet with "petitions, memorials and remonstrances."

"54-40 or Fight"

Attention is being directed by one member to President Roosevelt's press release condemning a return of the saloon. Another member is enjoying himself hugely by some reference to "54-40 or fight" and is eulogizing some brother member as "a guardian angel whose name should be emblazoned in silver." He is interrupted by a member in the next to the last row who wishes to be informed upon what matter of legislation he is speaking.

That sally brings forth a big laugh and another representative arises to demand vociferously that he be allowed to get home in time for Christmas. He says: "If you will get down to business and get through here before Santa Claus comes, when I get back home I promise to send each of you a fine quart of (breathless pause) wild honey."

Costs \$5,000 a Day

It is 10:15 before the first important speech is delivered by the obstreperous member in the next to the last row. Laconic, it was as follows: "The taxpayers of Missouri are paying \$5,000 a day for us to be here and all we are giving them is a lot of hot air." The member is wildly applauded, especially by those who have already spoken, and the presiding officer goes on record as entirely in accord with the sentiment expressed.

As the speaker enjoins the house to "get down to business," four of the eleven rather isolated Republicans, who have been in a huddle over their desks for several minutes, lean back simultaneously and burst into loud laughter as one concludes the recitation of a humorous anecdote. With order restored momentarily a "gentleman from Boone" is permitted to introduce an amendment to the liquor control bill under consideration to forbid the sale of intoxicating beverages within 300 feet of the campus of the University of Missouri or of any other state-maintained institution of higher learning.

When the gentleman has disappeared from sight in an abyss between two rows of imposing dust-covered legal books on his own desk and the desk behind him, five other gentlemen clamor for permission to introduce amendments to the amendment. The one who obtains the floor wishes to substitute 1,000 feet for 300 feet. Another amendment asks that the limit be a half mile, a third demands a quarter of a mile, a fourth names one city block as the proper distance in view of the proximity of

Columbia's business district to the University of Missouri campus. Someone yells, "Make it 500 miles," and another amends that suggestion to read 1,000 miles. A sedate member from Carroll county is recognized and declares that if repeal of prohibition is a good thing the benefits should be available to every college boy and girl in the form of a saloon on every corner of every campus. . . .

As this writer reaches the doorway on his way to the senate, a gentleman gains recognition and in no uncertain terms demands to know what it is that the house has just voted on, that there was so much noise he entirely lost track of the proceedings and might want to change his vote if enlightened. What the speaker replies probably is lost to even the junior speaker at his side who is busily taking notes on all that transpires for his civics class at home.

Here Are Mere Senators

To step across the hall from the house to the senate is like forsaking excitement for the quiet of one's own vegetable cellar. In the upper branch of the legislature members are not "gentlemen" as in the house, but merely senators. According to the record there are 34 of them, but between 11 and 11:45 A.M. yesterday the maximum attendance at no time exceeded 21.

One of these, with a desk near the press table, is the cause of considerable anxiety. With hands folded complacently on his broad stomach, and with knees braced against his desk, the worthy senator is from 11 to 11:05 in grave danger of being catapulted from his swivel chair into the aisle. Suddenly, however, to the relief of many, he regains consciousness, looks about sheepishly, extricates himself from his precarious position and leaves the chamber. In ten minutes he is back to write furiously at his desk uninterrupted for a half hour.

The atmosphere of the senate is 100 per cent in contrast to that of the house. Debate is conducted in ominous whispers and by senators who hold books in their hands as though preparing to sing in church. There is not a newspaper on the horizon, and only the bald spots of the legislators are visible above their stacks of books and their packages, which resemble book manuscripts that have been rejected and returned by publishers.

Twice between 11 and 11:45, Lieutenant Governor Harris asks if the senate is ready for a vote. In neither case is there as much as a gurgle by way of reply. As in the house, a viva voce vote is insufficient to convince the chair, not because ayes and nays seemingly cause an equal amount of racket, but because neither acclamation nor negation is more than barely audible.

After the standing vote is taken the announcement of the result is made in such a meek voice by Lieutenant Governor Harris that the press table is as much in doubt as to whether a one or two-cent gasoline tax has been voted for the benefit of eleemosynary institutions in Missouri.

Din of House a Relief

Lethargic is a platitudinous word but none other seems quite appropriate to describe Missouri's senate. Three-quarters of an hour spent in its presence gives one a mild attack of ague. A return to the maelstrom in the house is actually a relief. There the situation from 11:45 to 12 is no different from what it was earlier, except that the spectators have changed and the first editions of afternoon newspapers are now available.

Adjournment in keeping with the spirit of the NRA comes promptly on the stroke

of 12. No habituated clock worker ever dropped his tools with greater celerity than a vehement gentleman shows in disposing of a pink piece of paper when the alarm sounds. The paper, which he has been using to assist his oratory, is similar to 149 other pieces discernible on the desks of members before the session began. It is a bit of advertising for a Jefferson City rathskeller and reads, in part: "Troubled or worried? Consult our gifted reader. A free reading for you during each meal hour and a dandy menu every day."

As recess is taken until 4 P.M. a large proportion of the solons will have the opportunity of availing themselves of this unique privilege. —St. Louis *Star-Times*

FEDERAL GOVERNMENT

Of the major divisions of the executive department of the federal government—those represented in the president's cabinet—only one has a permanent peacetime representative in the city or small town. That is the postoffice department. In moderate sized cities at least for a few days before March 15 each year, representatives of the internal revenue division of the treasury department occupy space in the postoffice or federal building to assist local taxpayers in preparing their federal income tax returns and to collect taxes.

A record high in the number of federal income tax returns filed and payments received was reported yesterday at the office of the collector of internal revenue here.

The approach of the midnight deadline brought thousands of persons to the office and there was sufficient extra help to take care of taxpayers who needed assistance in filling out the forms. Extra cashiers were on hand to accept payments. Because taxpayers had familiarized themselves with their problems, comparatively few had to wait long in line.

The peak in the day's business came in the early afternoon, but there were long lines in the early evening. Early closing of offices and manufacturing establishments, as well as the complete shut-down for some for the entire day, also help make easier the trips of the last-minute visitors to the tax offices.

Payments in cash, money orders and checks totaling \$150,000,000 were received yesterday. One check was for \$1,000,000. In the two previous weeks \$50,000,000 had been paid in person and through the mail.

In the internal revenue offices there were hundreds of bags of mail waiting to be opened. The opening of this mail, containing millions of dollars in checks and money orders, will begin tomorrow and will be finished by the end of the week.

With the March 15 income tax deadline just around the corner, Nigel Campbell, collector of internal revenue, reveals that as usual all is confusion in his office.

One taxpayer, Campbell said, who earned only \$62 last year, was informed by a deputy collector that he might expect a refund of \$1.62. The taxpayer was indignant.

"You just read the back of that form," he complained. "It says all people are entitled to \$500 exemption, so as my earnings didn't warrant same, I'll take that \$500 now."

One woman wrote in, "If Question 4, Line B means did my husband work and

if I am his dependent, the answer, of course, is yes." The line was left blank for Campbell to fill in.

One man who had claimed a \$600 deduction for medical expenses explained in a terse note: "I have been out of the city for the last three months. I am traveling for my wife's health."

Campbell's favorite communication with the Great American Taxpayer, however, is this one, sent in by two brothers:

"As we are both brothers and we both have supported the family, we have made out our return as a married couple. If any verification is needed, please advise."

—Chicago Sun

With the exceptions noted, the federal government as a news source in a small city hardly exists. As its power increases and that of the states declines, however, the lives of American citizens are more and more affected by it. Whereas the press associations and special column writers from Washington must be relied upon for interpretations of major current events in the national capital, intelligent handling of much local news requires an understanding of national political issues and events.

Work for the unemployed, for instance, in depression years was provided through funds supplied by the federal government. In wartime there was the Office of Price Administration. Financial assistance also has been obtained through such federal agencies as the Home Owners Loan corporation and the Federal Housing administration, and the bank deposits of most everyone today are insured through the Federal Deposit Insurance corporation. Most far reaching, perhaps, is the federal Social Security act which provides for old age pensions, unemployment insurance, aid for dependent children, widows, the blind and other needy persons.

To write about how the local community is affected by these and other federal governmental activities without understanding them is not conducive to effectiveness.

It was the suburbs' turn today to absorb some criticism from the United States Public Health service.

Milk sanitation conditions in several of them were found to be below a high standard set by Milltown, the federal agency said in a report released by the Advisory Committee of the Milltown-Wayne County Health survey.

Richmond had a rating of only 75.01 per cent for raw milk from 40 dairy farms under control of its health department and 73.15 per cent for three pasteurization plants, the report showed.

This compared with Milltown's rating of 91 per cent compliance with conditions set up in the recommended USPHS ordinance and code.

"The weighted rating for all milk sold in Richmond was 86.74 per cent," the surveyors declared, "the increase being due to the fact that 80 per cent of the milk

sold in the city was being produced under the control of other agencies maintaining a more efficient control.

"It is advisable that Richmond adopt the standard ordinance and limit sale of milk to Grade A pasteurized in order to be in line with the state, Milltown and other communities in the county."

Sanitation control of milk also was found to be "less than satisfactory" in Bluffs, Blytheville and Lakeside.

Milltown's milk control was praised by the surveyors and the report commented, "there has been no communicable disease epidemic traced to the Milltown milk supply since 1936."

Nevertheless, the USPHS declared improvement in inspection services is needed immediately "if these high standards are to be protected."

The report also criticized an ordinance recently adopted by the county commissioners requiring all milk and milk products to be pasteurized, but not specifying grading.

CHAPTER XXIV

THE WEATHER

What is consistently the best news story? Lindbergh? Death and disaster? International affairs? Guess again. It's the weather. Assuming that the best news story is one which holds the interest of the greatest number of people and hence merits the most consideration in the news columns, it is hard to find one which day after day, year after year, can beat Jupiter Pluvius, Merry Sunshine, "cooler today" or "thunder showers possible."

—Editorial, Madison (Wis.) *State Journal*

Not all of them (readers) have thermometers. Comparatively few of them do business on top of a skyscraper. When it's hot they prefer to be told it's hot—and how hot. The health commissioner tells them what to wear, what to eat and how to take it easy when a heat wave comes. There is one thing to be said for printing the number of deaths from prostration in a day. It is negligible compared with the totals of 40 years ago, when, as in 1886, the death rate was disquiet-

ingly high. No one worries now. A year ago there was a record summer for heat, and the whole country learned where the very hottest places were.

—Editorial, *New York Times*

Replying to protests from some readers that weather forecasts are not always exact, the *Brooklyn Eagle* declared editorially, "Newspapers are to blame for enough without being made responsible for that. . . . Convenience aside, it is perhaps just as well that in this age of mechanization there remains a slight margin of error in weather forecasting. Nature retains few secrets to herself; her moods cannot be discounted in advance. Life would be monotonous if it never rained. The two most monotonous places on earth are the Arctic and Antarctic, where it is forever cold. Life on the Equator, where it is forever hot, is described as engaging. Let us comfort ourselves with that thought, imagine a few palm trees and relax."

CHAPTER OUTLINE

- I. Elements of Interest
- II. Writing the Story
 - 1. Factual Stories
 - 2. Description
 - 3. Sidebars
 - 4. Records
 - 5. Forecasts
 - 7. Features

ANOTHER IMPORTANT GOVERNMENTAL office, purposely omitted from the preceding chapter because the news emanating from it is not classifiable as governmental, is the weather bureau, a part of the federal Department of Agriculture. If, as is often the case in small places, there is no local representative of the bureau to provide official information, the newspaper obtains the most reliable data available from other sources. Possibly a college or high school can provide it; if compelled to rely upon its own resources, the newspaper at least can make certain that its thermometer is properly set up.

Newspaper treatment of disasters resulting from extreme weather conditions was considered in Chapter XIX. As any conversationalist knows, however, the weather is interesting even when there are no hurricanes, floods or droughts. In fact, since man lived in caves his everyday life has been dependent to a large extent upon the behavior of the elements; the machine or power age has not reduced man's dependency in this respect. In fact, in many aspects of life, it has increased the dependency, as delicate machines may require certain atmospheric conditions for proper operation.

ELEMENTS OF INTEREST

It is not necessary to read a newspaper to know that it is abnormally hot or cold or that there has been a thunder storm, but the reader does expect his newspaper to furnish authentic statistics about the weather, the widespread consequences of any unusual climatic condition and predictions as to a change in the situation.

To meet this reader demand newspapers print weather reports and forecasts daily. The maximum and minimum temperatures for the preceding twenty-four hours and the next day's forecast frequently are printed on the first page with detailed hourly readings, reports from other cities, wind velocity, rainfall and other details on an inside page. If the weather becomes unusual in any way, a full length news story is written.

When the weather becomes extreme, the reporter should seek information including the following:

1. Statistics
 - (a) Maximum and minimum for day
 - (b) Hourly readings
 - (c) Comparison with other days during the season
 - (d) Comparison with all-time records for the same date, month and season
 - (e) Comparison with situations in other localities
 - (f) Humidity, wind velocity, etc.
 - (g) Predictions: when relief expected
2. Casualties
 - (a) Illness and death directly caused by the weather
 - (1) Heat prostrations
 - (2) Freezing
 - (3) Lightning
 - (4) Tornadoes, cyclones, hurricanes
 - (5) Floods
 - (6) Sleet and hail
 - (b) Injuries and deaths of which the weather was a contributing cause
 - (1) Drownings
 - (2) Spoiled food
 - (3) Accidents from slippery pavements, snow, wind, etc.
 - (4) Fires
 - (5) Heart disease from heat exhaustion
3. Property damage
 - (a) Telephone and telegraph wires
 - (b) Water craft sunk
 - (c) Bridges and highways, pavements buckling
 - (d) Farm buildings and animals
 - (e) Automobiles, buses and other public conveyances
4. Interference with ordinary life
 - (a) Transportation
 - (1) Railroads
 - (2) Bus lines and street cars
 - (3) Air lines
 - (4) Highways and bridges
 - (5) Private automobiles
 - (b) Communication
 - (1) Mail service
 - (2) Telephone
 - (3) Telegraph
 - (4) Cable
 - (5) Radio
 - (6) Stoppage of food and other supplies
 - (c) Public utilities
 - (1) Electric lights
 - (2) Gas pressure
 - (3) Water pipes
 - (4) Fuel shortage

5. Methods of seeking relief
 - (a) Increased demands on water supply
 - (b) Bathing beaches and parks
 - (c) Trips
 - (d) Sale of fans
 - (e) Children cooled by hydrants, hoses, etc.
6. Freaks
 - (a) Narrow escapes
 - (b) Undamaged property surrounded by desolation
 - (c) Unusual accidents

WRITING THE STORY

Factual Stories. Because the weather affects every reader in his daily activities, no matter what unusual features are included or how the story is written, the reporter must include in his account as many of the preceding elements as are pertinent. Emphasis should be on the effects of an unusual weather condition: casualties, damage, disrupted service, etc., and upon the basic statistics: temperature, inches of rain or snowfall, wind velocity, etc.

Traffic slowed almost to a standstill last night at the onset of a cold wave which turned a day's accumulation of rain and snow to ice and heralded zero temperatures tonight.

The mercury skidded from 34 at noon to 23 at 10 o'clock last night and was expected to be between 5 and 10 by 8 o'clock this morning.

A half-inch snowfall had melted, then frozen, by 5 p.m. yesterday, confronting homebound motorists with a sheet of ice. Within two hours 200 calls for assistance were received by the Chicago Motor Club. Thirty-five involved accidents.

Police Squad Cars Called In

Because of the perilous conditions, all police squad cars were ordered to cease cruising and to respond only to emergency calls.

Police Commissioner Prendergast also urged motorists to stay at home if possible and asked citizens to spread ashes on frozen sidewalks.

He warned that the pavements will remain glassy today.

The first accident brought on by the weather occurred at 3:45 p.m. just as the ice was beginning to form. Two double-deck Chicago Motor Coach Co. busses collided, injuring five riders at Fullerton pkwy. and Lake Shore dr.

Bus Rams Another

The first bus had stopped and the second skidded into it.

Taken to Columbus Hospital were Harold Henderson, 25, of 3755 North Drake av., one of the drivers; Mrs. Bessie Martin, 50, of 4940 Winthrop av.; Mrs. Marjorie Montgomery, 31, of 6106 University av.; Miss Liduina Barbantni, 18, of 817 North St. Louis av., and Miss Anna Mae Kohl, 20, of 6140 Fletcher st.

Car Fenders Bent

Because of the slow speed at which drivers moved, however, most other accidents were confined to bent fenders and similar property damage.

Creeping cars caused traffic snarls all along Lake Shore dr. and on glazed inclines to bridges and from beneath viaducts. At many such points stalled autos created traffic jams with street-cars and trucks. . . .
—Chicago *Sun*

New Yorkers who prayed for rain to relieve the heat and humidity of the week end received their fill in varying degrees yesterday when Sunday's freak thunder showers were followed by a steady downpour.

The chief sufferers were those in the suburbs, particularly in Westchester, where residents bailed out flooded cellars and were left for short periods without power in their homes. Motorists felt the weight of heavy rains in Westchester, where parts of the Bronx River, Hutchinson River and Saw Mill River Parkways were washed out and detours outlined by state police.

Those in the city escaped with only a wet day that recorded 1.58 inches of rain at the United States Weather Bureau atop the Whitehall Building at 17 Battery Place. But in Dobbs Ferry, N. Y., 20 miles up the Hudson River, a precipitation of 6.6 inches resulted in the 24 hours ended at 7 p.m. The New York Board of Water Supply reported that the Kensico Reservoir at Valhalla went up 5.24 inches.

Flying conditions were also affected by the weather. Rain, fog, low ceilings and poor visibility forced 122 cancellations of flights at LaGuardia Field during the day. They included fifty-nine in-bound and sixty-three out-bound flights.

When rain subsided at 6:40 last night, Benjamin Parry, chief meteorologist at the Weather Bureau here, predicted something better for today. He said it will be cloudy and cool, with intermittent rain until this afternoon, fresh northeasterly winds and a high temperature of 65 degrees. Yesterday's high was 68 at 3:15 a.m. with 66 prevailing between 10 a.m. and 3 p.m., a noteworthy drop from Sunday afternoon's 82.5.

The 1.58 precipitation here brought the month's total to 5.79 inches, which is 2.95 above normal, but still far below the May, 1908, record of 9.1. The year's total is 13.91, a deficiency of 3.28 below normal.

The storm, Mr. Parry reported, originated several days ago in the West, looped south to Oklahoma, then turned northeast. Thunderstorms within the parent storm, he pointed out, hit parts of New York and New Jersey between 4 p.m. and 7 p.m. on Sunday. He said it missed the weather station at the Battery completely, since his gauges there did not record any rainfall until 3 a.m. yesterday.

It hit Dobbs Ferry hard enough at 5:15 to record 2.78 inches in the first 30 minutes. Reports from Fairfield County in Connecticut also told of a heavy rainfall of four inches at 8 a.m.

The sections of highway washed out in Westchester were the Bronx River Parkway intersections at Palmer and DeWitt avenues in White Plains, the Hutchinson River Parkway between Mamaroneck and Westchester Avenues in Mamaroneck and the Saw Mill River Parkway north of the traffic circle at Hawthorne.

—New York *Herald Tribune*

A cooling wind blew into the city from the north this afternoon to end the worst heat wave of the year.

The mercury was at 90 and humidity was high through the middle of the day. It began dropping between 2 and 3 p.m. Forecaster P. F. Sutton said the temperature would fall to the mid 60s tonight.

The stifling heat sent the mercury to a record of 99.9 degrees yesterday.

Occasional thunderstorms today will set the stage for "perfect weather" tomorrow and Sunday, Sutton said.

Weekend temperatures should remain in the low 80s, with a high of 82 expected tomorrow, he said.

Yesterday's official maximum temperature at the Municipal Airport, 99.9 degrees at 4:40 p.m. was the highest since June 27, 1944, when the temperature hit 100.

The record high for Chicago is 104.8 established July 24, 1934.

Supt. George T. Donoghue of the Chicago Park District today asked all persons who use the parks and beaches to put their waste paper and refuse in nearby containers.

Maintenance crews can't work fast enough to clear up the debris scattered by thoughtless swimmers and picnickers, he said.

—Chicago Daily News

Description. The effects of weather often best can be explained by eye witness descriptive accounts.

Tragedy struck in the little railroad village of Butler Tuesday night. Lightning struck the village baseball diamond, killing the manager of the Butler American Legion baseball team and two members and injuring five other team members.

The bolt hit at 6:45 p.m., out of an overcast sky. The blow made the entire village tremble. Window panes rattled. Children ran screaming to their mothers. The bolt hit like a broadside from a battleship, and there was a blinding flash. Then the rain came down in solid sheets, bent back and forth by hammering winds.

Several seconds later another bolt struck a transformer in the North Western road yards, throwing part of the village in darkness.

On the baseball diamond the victims of the bolt lay scattered in the dirt.

The bolt that hit the diamond struck at the shortstop position, tearing open a trench four inches deep and three feet long. The bolt ripped the clothing and shoes off the three victims. Peter Hillstrom, 14, was standing only a few feet from where the bolt hit.

William Simerlein, 16, was in left field, about 40 feet away. Raymond Phillips, 40, was about 50 feet away. The players who escaped with injuries were standing farther away. The only player who was not knocked down was Marvin Huberty, 17, who was batting out flies.

Two other Butler boys, Emil Wruck, 19, and James Murray, 16, were sitting in an automobile alongside the diamond. They were shaken up by the crash.

Wruck jumped out of the car and ran into a nearby tavern, yelling, "Get the fire department! Call an ambulance! Some guys are hurt on the baseball field."

The siren of the Butler volunteer fire department began wailing. Firemen ran in the rain for the firehouse. At nearby Hampton Heights the volunteer fire department also responded to the alarm.

On the baseball diamond, just east of N. 124th st., and two blocks south of W. Hampton av., the players who could move began picking themselves up.

Dazed, James Gundrum was one of the first to get up. His first thought was to give artificial respiration to the victims. He trotted over to Hillstrom. Patches of Hillstrom's hair had been burned off his head.

The back of his head was crushed. Gúndrum realized that Hillstrom was dead. Gúndrum walked over to Phillips and Simerlein. They lay in nude heaps. Gúndrum knew that they, too, were dead. . . .
—*Milwaukee Journal*

In the official records of the weather bureau, the fog which settled over the mid-west early Friday has been recorded as "light at midnight, dense at 2 a.m., lifted at 10 a.m." And that, of course, is true. But if you happened to have been out in it, you can put it down in your book as the worst—or possibly the best—fog you ever hoped to find, for that is also true.

It was at 10 p.m. Thursday that the first wispy fog began to form. Within an hour, long, slender ribbons of fog were curling around the lamp posts and the stop lights. They settled gently on the damp, shiny streets like the fringes of a smoke ring drifting across the face of a glass topped table.

By midnight the fog was everywhere, but it was thin and no one paid much heed. The foghorn at the harbor entrance began to grumble sullenly. The lights in the windows on the topmost floors of the tall hotels and office buildings downtown grew fuzzy around the edges and then disappeared entirely. And then suddenly the fog came down, layer upon layer upon layer of it.

It packed itself around buildings and trees and poles and posts and cars. It hugged the streets and the lawns and the sidewalks and clung to the bushes and the bricks and the grass. Down it came, packing itself still tighter and erasing all the lines that it touched.

In the office of the weather bureau in the federal building, reports showed that the fog covered all of Wisconsin, Minnesota, northern Illinois, northern Indiana, northern Ohio, all of Lake Michigan, southern Michigan and its edges spread as far as North Dakota.

The air was stagnant and still. The ground and the air close to it were cold, and then a high warm, wet wind began to blow. The temperature 4,000 feet above the earth was 15 degrees warmer than the ground temperature, and it was this which pushed the fog down. . . .
—*Milwaukee Journal*

Sidebars. The following are typical examples of how single phases of the weather's effects may be made into full-length articles:

Thermometers told varying stories yesterday about the temperature but families up and down the street know it was one of the hottest days of the year, so they used 4,980,000 gallons of water to sprinkle their lawns, take cool refreshing baths, maintain air conditioning systems, and to drink, as the temperature reached 108 degrees in the sun at 6 o'clock last night.

Of course that figure also includes normal household, business and factory usage. However, the Beloit water system has proved before that it can take care of even greater demands. The peak day this year occurred during the June dry spell when 5,600,000 gallons of water was put to use in Beloit.

The all-time high was reached Aug. 14, 1944, when stations were forced to pump 5,972,000 gallons. More water was pumped that August than at any other time in the history of Beloit. In that month alone, 131,676,000 gallons of water was drawn from the earth below us.

Average daily pumpage for the month of July, 1946, was about 4,400,000 gallons.

Water usage has increased here since 1940 and both William Febry, distribution superintendent, and John J. Gray, district manager of the Wisconsin Power and Light company agree that 1946 will see an even greater usage of water. In addition to the increase in population and the expansion of industry, the officials believe that increased use of air conditioning systems has brought about greater demands in the last five or six years.

Despite increased usage in Beloit and South Beloit, both of which are served by a single system, the water table here has not lowered more than 30 or 40 feet in the last 10 years. Gray and Febry explained, adding that the state average was much more than that. The water table in one Wisconsin city has lowered two or three hundred feet, they said.

When family members begin coming home from work and play for their evening meal, more water has to be pumped for their use, figures indicate. Between 5 and 7 p.m. each day, the housewife starts preparing dinner, youngsters get out the hose and sprinkle lawns and the man of the house decides to refresh himself after a day's grind by taking a shower or jumping into the tub.

When Monday morning dawns clear and bright, there is also a sharp increase in the use of water as housewives do the weekly wash. . . . —Beloit (Wis.) *News*

A ban on all sprinkling, effective this morning, was ordered last night by City Water Supt. H. S. Merz, who revealed that yesterday's unprecedented demand for water as the mercury shot up to the 100-degree mark for the first time this year exceeded the available supply.

Merz said that although more than 19,000,000 gallons of water were pumped into the city's mains, parts of the city were without water for several hours yesterday and last night.

At times yesterday water was being pumped into the city's mains at the unprecedented rate of 35,000,000 gallons per hour. Even this wasn't enough to meet the demand.

In addition to requesting that all sprinkling of lawns and gardens be halted for the duration of the heat wave, Merz asked persons using water for air conditioning to "go as easy as possible" . . . —Rockford (Ill.) *Morning Star*

Records. The weather bureau is the source of comparative statistics in which there always is interest.

This is one of the coolest, wettest Augusts on record, the weather man reported today, after St. Louisans sweltered through a dry, blistering July. Meteorologist Harry F. Wahlgren thumbed through his records back to 1927 to find an August in which the first 11 days have been cooler.

Average temperature thus far this month has been an invigorating 76.8 degrees, Wahlgren reported. In 1929 the mean temperature for the first 11 days was 73.5 degrees. Hottest day thus far this month was Aug. 1, when the temperature was 92.

After a cool weekend, the fall weather continued today. It began sprinkling again this morning, and the thermometer registered a refreshing 71 degrees at 4 o'clock. He expects the temperature tomorrow to be only slightly warmer than today's.

Meteorologically speaking, yesterday was almost an exact duplicate of Saturday. Highest temperature both days was 78 degrees, and the lowest yesterday morning

and this morning was 66. Except for southern Texas, where the thermometer registered 103, temperatures yesterday were generally moderate throughout the United States. . . .

—St. Louis *Post-Dispatch*

New York experienced its hottest day of the year yesterday when the temperature hit 92 degrees at 3:10 P.M.

The day began auspiciously with thermometer readings in the seventies during the early morning, but the mercury jumped five degrees from 77 to 82, between 10 and 11 o'clock. It was up to 90 at 1 P.M., dropped one degree at 2, and then, after registering the day's peak temperature, remained in the upper 80s for the balance of the afternoon and early evening. The previous year's high was 90 degrees on July 7.

The humidity, butt of many a hot-weather joke, lived up to its reputation for meanness. It was high in the morning and dropped slightly as the temperature rose—as it should—but never receded enough to rid the atmosphere of an oppressive stickiness.

A cold air mass, inbound from Canada, has taken a few detours on the way, but a weather bureau spokesman said last night some relief should be afforded the New York area today.

"It won't be a really definite change," the spokesman said cautiously, "but temperatures on Sunday should be in the low eighties and the humidity should be a lot less—more like a normal summer day."

Crowds at nearby beaches yesterday were heavy. Coney Island reported 700,000 visitors, the largest Saturday throng of the year. No drownings were listed. Jones Beach, where the temperature was nearly 90, drew 85,000 persons. The Rockaways attracted 965,000 visitors, of whom 65,000 visited Jacob Riis Park. Persons planning to spend the night on the sand were in evidence at several beaches, particularly at Orchard Beach in the Bronx. . . .

—New York *Times*

Forecasts. Nothing is more important than to know when relief from bad weather is expected. Despite the quantity of jokes to the contrary, people rely greatly upon weather predictions.

Prospects are good for cooler weather by tomorrow night, Meteorologist Harry F. Wahlgren said today. Yesterday was the hottest day of the year so far, with the thermometer reaching 98 degrees at 3:45 p.m.

With luck, Wahlgren said, a low pressure area over the Dakotas and eastern Montana will be replaced by a high pressure air mass moving in from British Columbia, with resulting breezes hereabouts tonight and lower temperatures tomorrow night.

Also, there should be occasional cooling thundershowers, similar to the one which fell in parts of the city and county early today. Only traces of rain were recorded at the downtown weather bureau office, but there were brisk showers shortly before dawn in Webster Grove, Richmond Heights and at other scattered points. . . .

—St. Louis *Post-Dispatch*

A new frigid wave that will tumble temperatures to 5 to 8 degrees below zero is sweeping onto Chicago, Forecaster G. E. Dunn said today.

Its advance front is to arrive tonight and bring a low of near zero by morning. Then, after a lift to 7 above tomorrow, the cold will arrive in all its fury.

The 5-to-8 below prediction is for tomorrow night. Severe cold will continue through Sunday, Dunn declared. Northwest winds of 25-to-35 miles an hour will add to the discomfort tonight. Snow flurries also are due.

Most of the Middle West will be gripped by the oncoming icy blasts, Dunn said.

The low temperatures tomorrow morning will range from 20 below zero in northern Minnesota to around zero in northern Illinois, Michigan and southern Iowa and 10 to 15 above along the Ohio River.

From those readings, the mercury will fall 10 degrees lower Saturday morning, Dunn predicted. . . .
—Chicago Daily News

Whether you're leaving town for the Fourth or are going to stick around and enjoy the attractions of home, you'll have good weather for it.

The day will be sunny and pleasant, the weatherman declared flatly today, with a high of about 87 degrees.

Patriotic celebrations featuring fireworks displays will be held in many communities throughout the Chicago area. . . .
—Chicago Daily News

Features. About every kind of feature treatment has been given to weather stories. The first of the following was illustrated by a conventional weather map; the third by pictures of its author enjoying the company of the girls.

All the time customers are calling up or writing in and asking us to pull in some cool weather. We are beginning to suspect a gigantic network of cool weather fiends throughout the state. It is probably a subversive movement set afoot to disturb the present harmony existing between Mr. Jester and Mr. Rainey.

As always, we refuse to use our vast influence with the weather for the advantage of any group of individuals.

Patently, these people are a group of individuals.

Anyhow, there is nothing wrong with Texas weather. As usual, Texas is running along all right; the other states are out of step. There are too many hot states in between Texas and the North Pole. Every time a lump of coolness consigned to Texas starts this way, it passes over all these hot desert countries like Minnesota or Colorado and gets warmed up.

You can look on the map and see that most of the states of the Union are between Texas and the North Pole.

The map, by the way, is merely another picture with the same old meaning. A small low center which looks like a James Thurber seal has developed over West Texas. It should have the effect of pulling Dallas winds around to the southwest as it moves east, but it probably won't. Texas winds are rugged individualists and take no dictation from any Yankee highs or lows. They just go on blowing from the southeast.

If this happens, we should have more clouds by Friday.

Otherwise, the chances are good that our dry, healthful climate will not be marred.—Paul Crume.
—Dallas Morning News

By Lillian McLaughlin

On such a day as this (hot, isn't it?) a lot of things could happen in and around Des Moines.

Couples, usually felicitous, might quarrel; friends, fight.

A zealous employe might loaf, even play hookey from his job.

Cattle

Docile cattle might become restless and fractious.

Brought to task, any of these might put the blame on the same thing—the heat.

According to the city's most accessible psychologist, Dr. H. F. Brandt at Drake university, man or beast, they'd be wrong.

"It's just the idea," says Dr. Brandt. "That is the dominant factor in the reaction of human beings to heat. A man can work just as well when it's very hot, if he doesn't succumb to the idea."

Studies

This is borne out in many psychological studies, he said.

Attach paper strips to a ventilator in a room, for example. The persons in the room are confident they are much cooler if they can see the strips fluttering in a breeze they otherwise would be unaware of.

The increased number of assault and battery cases on police records during prolonged heat waves, Dr. Brandt says, could be due to the fact that human beings then are "more suggestible."

Effrontery

An effrontery in 90-degree weather is more readily challenged than one in 75-degree weather.

Furthermore, along comes Dr. Clarence A. Mills, author of "Climate Makes the Man," with the statement that "Not a single president was conceived in August heat, or born during May or June."

(Since his book was published, however, Mr. Truman, born May 8, has become president.)

Among the thousands of prominent people in Who's Who, Mills points out, "conceptions rose steadily through the winter cold to a high spring peak and then declined sharply to the year's low point in midsummer." . . . —Des Moines Tribune

By Hyman Goldberg

Yesterday I was told to take a photographer and go out and get a hot-weather story, but not the usual kind of hot-weather story with the usual pictures. Something different.

So I went out with a photographer, and then we tried to think of unusual hot-weather pictures.

We thought of getting a bunch of little naked kids and putting them under a hydrant, out on the street, but then we remembered that picture has been used before. At least 10,000 times.

Then we thought we would go down to the basement of some big building and get some poor guy shoveling coal into a furnace, but that's been done before, too.

We thought also of getting a picture of a couple of pretty girls, sitting on a cake of ice, eating ice cream cones, and of a picture of a chef in some hotel working over a hot stove, but they've been done, too.

It kept getting hotter and hotter, but we weren't getting anywhere.

Then we thought maybe we should stop people in the street and ask them: "Is it hot enough for you?" But when we asked about a half a dozen people that, they just swore at us and walked past, or else they just said "yes," and walked past. Anyway, that's been done before, too.

Yes, yes, I know, we thought of getting a thermometer and going around to different parts of the city to see which is the hottest place, but that story is used every summer. It isn't different.

Well, after awhile, we decided to get in the subway, anyway, and ride around, and see if we could find something that would make a picture and a story.

We rode all the way out to the last stop, but we didn't see a single thing that would make an unusual hot-weather picture or story. Everybody was hot. There was nothing unusual.

Curiously, we found ourselves in Coney Island, and we walked around there, but there was nothing unusual going on.

It was awfully hot, so we thought we might be able to get some ideas if we cooled off a bit, so we went to the Steeplechase pool, and got a couple of pairs of trunks and went swimming.

After we swam around for a while, we were cooled off, so we sat there thinking of our assignment, but we couldn't get any unusual ideas for pictures or a story.

Finally we thought maybe we had been concentrating too much, and maybe that's why we couldn't get any ideas, so we thought we would relax and get our minds off the subject.

So we got acquainted with a couple of very nice girls. Florence Avery and her sister Jo, and we had a couple of drinks with them and Flo said she was a senior at Abraham Lincoln high school and Jo, who is a couple of years older, said she was just a home girl.

Well, we spent the whole day with Flo and Jo and every once in a while we would try to think of something unusual, but we couldn't; all our ideas were the usual thing. It certainly was hot yesterday.

—PM

CHAPTER XXV

SPECIAL OCCASIONS

NEWS

By Aurelius Kinsey

I am the symphony of life.
My steed is the winged Pegasus of man.
My course is that of the sun.
Death cannot stay me; my master is Time.
My name is NEWS, derived from the abodes of my ancestors on the four cardinal
points of the universe, North, East, West and South.

I am a mighty and fearless warrior.
My enemies are Evil and his henchmen, Hypocrisy and Ignorance.
I ride swiftly, traversing all lands and seas within the face of the clock.
My sword is double-edged by fact and perseverance.
My banner reads, "A Deed Is Worth a Word."

I am a faithful servant to all righteous men.
Without me the masses are impoverished.
I have conquered and united the minds of the universe.
I have eroded the foundations of despotic thrones, cast tyrants at the feet of peasants
and the oppressed have ruled because of me.
I am the most beloved and respected, feared and despised man-force in existence
I am the five senses of the world.

My melodies are the human chords.
I record deeds of love, triumph and strength, of hatred, intrigues and violence.
The anguish within a mother's soul, the fire of youth, the achievement of age, the
victories of science and the vaultings of intuition are my favored refrains.
My enemies may try to silence me, but neither they nor the darkness through which
I ride can halt my course;
I am NEWS, omnipotent, omnipresent and omniscient.

—The Quill

CHAPTER OUTLINE

- I. Emphasizing the Overt
 - 1. Factual Accounts
 - 2. Description
 - 3. The Unusual
 - 4. Recreation
- II. Emphasizing the Atmosphere
 - 1. Old Stories Retold
 - 2. Spirit of the Occasion
 - 3. Situation Stories
 - 4. Sidebars
- III. Occasion-Inspired Features
 - 1. Holidays
 - 2. Anniversaries
 - 3. Seasons

WHEN A LARGE NUMBER OF persons join in observing a holiday or anniversary or special event—either physically as an audience or crowd, or mentally though separated—the emphasis of the news story is either on overt occurrences or upon the spirit of the occasion as a whole.

When the event is not a recurrent one, as an anniversary or holiday, a factual account usually is the assignment. In writing a comprehensive story on how a community celebrated Easter, Thanksgiving, Christmas, the Fourth of July or some similar day, however, the method may be to introduce the concrete incidents merely as manifestations of how the “feeling” usually associated with it was personified.

Whichever is given greater prominence, the concrete or the spiritual, the other element also should be present in the news story which passes as an inclusive narrative of how the anniversary, holiday, celebration, etc. was observed. Feature articles suitable for publication on a particular day but not based on any actual happenings should not be confused with news stories of special occasions with which this chapter is concerned.

Usually to cover a day’s activities, which may include parades, meetings, speeches, exhibitions, trips and many types of recreation, requires the teamwork of several reporters. If, for instance, a famous visitor or returning hero is welcomed with a reception and a parade, a number of reporters are stationed at strategic points. They either report what they observe to a rewrite man who composes the entire story, or write their portions of the complete account so that they can be inserted in a long story with a comprehensive or round-up lead. If any unusual incident occurs in the territory for which he is responsible, the reporter may write a separate story; such treatment is conceivable in case of a riot, accident, heat prostration or disorder of any other kind. Such unplanned incidents are not uncommon and may change radically the treatment which ordinarily would be given a routine story. If none occurs, the reporter’s task

may be little more than checking an announced program to determine whether it was followed without important change.

Elements which the reporter must bear in mind in estimating the news interest of a special occasion include:

1. Purpose
 - (a) Regular holiday or anniversary
 - (b) Honor a person, dead or alive
 - (c) Celebrate a victory or distinction
 - (d) Protest an action by public officials, school officials, etc.
 - (e) Direct attention to a cause
2. Weather
 - (a) Effect on attendance
 - (b) Effect on announced plans
 - (c) Effect on trips and recreational activities
 - (d) Effect on the crowd's comfort and response
3. Crowd
 - (a) Size, actual and comparative
 - (b) Behavior and how disciplined
 - (c) Description of appearance and action
4. Program
 - (a) Parade: line of march, length, personnel, unusual features, marshal, reviewers and reviewing stand, etc.
 - (b) Meetings, speeches
 - (c) Exhibitions, demonstrations, unveilings, cornerstone layings
 - (d) Recreational activities, formal and informal
5. Casualties
 - (a) Riots, disorders (with arrests, if any)
 - (b) Automobile accidents, drownings, poisonings, etc.
 - (c) Heat prostrations, illnesses, etc.

EMPHASIZING THE OVERT

When what actually happens during a parade, celebration, riot, demonstration, etc., is newsworthy, the news story emphasis is upon the factual. What is written is based upon the eye witness accounts of one or several reporters and upon interviews with other witnesses and participants.

Factual Accounts. When workers riot, students celebrate an athletic victory or demonstrate against war or a faculty regulation, or a spontaneous crowd of any sort takes any kind of action, the mere fact of such an occurrence is significant news.

Strong price controls were demanded and political leaders who failed to produce them denounced at a mass meeting in Memorial Plaza yesterday, attended by several thousand CIO union members who had walked off their jobs, and by veterans and consumer groups.

The meeting followed mass demonstrations and parades converging on the Plaza. It was addressed by CIO leaders and by Sen. Claude Pepper (Dem.) of Florida, speaking by wire from Washington, D. C., who urged strong public pressure for price controls "until the fight is won."

Workers had left their jobs at 3 p.m., formed in units and marched through downtown streets carrying signs calling for enactment by Congress of effective OPA legislation, strongly denouncing members of Congress who have not supported such legislation and describing the hardships caused by inflationary prices. Two bands played in the parades and on the Plaza. Bandsmen said they were members of the AFL Musicians Union, hired for the occasion; AFL unions did not participate officially in the rally.

Loudest applause at the meeting went to Robert B. Logsdon, president of the St. Louis Industrial Union Council, who assailed Congress for "stabbing the people in the back while giving the plutocrats all they wanted." Logsdon urged all CIO union members to vote both in the primaries and in the election, to defeat enemies of price control.

Cheers followed Logsdon's demand that the nation "go back to the economic bill of rights of the late Franklin D. Roosevelt." . . . —St. Louis *Post-Dispatch*

Similarly straight news accounts may be written for planned affairs.

Five hundred thousand persons attended the eighth annual "I Am An American Day" in Central Park yesterday. A friendly thermometer hovered in the 60s during the observance, which started at 2:30 p.m. and ended at 5:10 p.m. The crowds came early and filled large sections of the park. After a series of checks, the crowd total was announced by Police Commissioner Arthur W. Wallander, directly in charge of more than 1,500 police.

Not many more than 24,000 persons actually saw the program. That many seats were set out before the speakers' platform, erected to the north of the Mall, off Seventy-second Street. An additional 10,000 benches, holding from seven to ten persons were arranged down to Sixty-fifth Street, and many thousands congregated in the Sheepfold bua. To all these, the celebration was carried by amplifiers.

The serious portions of the day were provided by Mayor William O'Dwyer, who was born in Ireland and became a naturalized citizen, and Judge George Murray Hulbert, of the United States District Court. They were introduced by Wayne Johnson, chairman of the New York City celebration and former campaign manager for Mr. O'Dwyer. . . . —New York *Herald Tribune*

Wisconsin's ninety-sixth state fair got away to a fine start Saturday, with smiling weather bringing 69,873 persons, an all-time record for an opening day.

The turnout was surprising in view of the fact that the number of veterans who came to the program arranged for them was a distinct disappointment. They came in scant hundreds, rather than the thousands expected. The crowd cheered lustily when T/Sgt. Buford Anderson of Beloit, Okinawa hero and congressional medal of honor winner, and next of kin of servicemen who died were presented before the grandstand.

The crowds that rolled through the gates in the afternoon and evening were mostly everyday civilians out to see the sights. The night grandstand show was a

complete sell out. The opening day attendance compares with 23,858 on opening day of 1943 and 33,999 on the first day of the 1941 exposition. The fair was closed last year.

Sunday—Wisconsin day—is expected to really set the fair attendance ahead. Traditionally, the farm people and those from the smaller communities come in on Sunday to look over the cream of agricultural Wisconsin. . . . —*Milwaukee Journal*

By Mary B. Darrow

Santa Barbara—Everyone made fiesta in the traditional Spanish custom when he viewed the 19th annual fiesta parade as it passed along the main streets of Santa Barbara yesterday.

More than 100,000 persons, Gov. Warren among them, witnessed the parade.

Cheers greeted the horse-drawn floats depicting the history of each occupation of California, from the early Indians to the coming of Gen. John C. Fremont.

Hundreds of beautiful horses decorated with flowers and ridden by costumed men and women were applauded as they pranced along.

Carrillo in Parade

Film Actor Leo Carrillo almost stopped the parade from time-to-time as he led a group of six young women dressed in red Spanish costumes and mounted on white horses. They were members of his own family. Carrillo tossed handfuls of confetti along the route.

Eugene Biscailuz, sheriff of Los Angeles county, got a big hand when he passed, leading his own mounted posse. Glendale mounted police displayed horsemanship which won them a big round of applause.

Small children dressed in hoop skirts and wearing mantillas ran out to see the tiny cart drawn by a young goat. Two little girls were riding in the flower-decorated basket cart.

Young women of the channel city's own Spanish section wore the ruffled gowns of their ancestors, their feet tapping in time to the music of the orchestras on the passing floats and that of the strolling musicians who serenaded the crowds on the sidewalks.

Old World courtesy was evident everywhere and merchants and service station attendants went out of their way to make the visitors feel at home.

There was no shoving and pushing, everyone was in holiday mood and those lining the curbs made way for cameramen and women to get onto the roadway for pictures.

Only one motor-driven vehicle was in the parade—that of a motion picture company taking movies.

Costumed men among the crowds ran out to help when a cannon in the John C. Fremont episode broke loose from the covered canteen wagon hauling it, and the young blue-coated soldier slipped to the roadway. He picked himself up, mounted the cannon, lighted a cigarette, and rode away with his group.

There was the sing-song Chinese vegetable man with his shoulder-slung baskets and the Spanish vegetable woman who held aloft tempting bunches of large onions, radishes and other vegetables, while her patient little donkey drew her cart. Little Sicilian donkeys drew flower decorated carts, while surreys and carriages of the early 19th century were drawn by sleek horses, their passengers members of Santa Barbara's old families.

So passed the 19th annual parade, the first of the post-war parades. And as the last float passed by, the old Spanish "adios" was heard along the way as men and women picked up their camp stools and departed. —Glendale (Calif.) *News-Press*

Description. Any large gathering of persons affords the word artist with abundant material to exercise his talents. This he does usually when the occurrence, though spectacular to those participating, nevertheless resembles many others on similar occasions, such as state holidays or anniversaries.

By Ward Walker

There was much in the Fourth of July celebration in Soldiers' field last night that might have puzzled the weary little band of patriots who, 170 years ago, signed the Declaration of Independence, but their hearts, if they could have seen, would have swelled with pride.

The huge bowl—built at a cost of more than they had in their national treasury, on the site of what was to them an untamed Indian village—was filled with an estimated 80,000 persons, more than three times the full strength of the Continental Army.

Emblem of Mightiest Nation

First, there came the mighty pageant of flags; strange flags to those men whose faith and courage forged the United States of America, for most of them only lived to see 15 stars on the star spangled banner. And these flags last night with their 48 stars were no longer the symbol of a small country battling for its existence, but the emblem of the mightiest nation in the world.

They would have wondered at the 5,000 smartly clad members of the American Legion, who participated in the celebration—500 more men than General Washington had in his army at Trenton.

They would have recognized the drum and bugle corps, for those instruments long have been the core of martial music; and they would have appreciated Miss Grace Pomazal, 19, of 40 Kimbark rd., Riverside, chosen as "Miss Legionnaire, 1946."

Motors on Land, in Air

The automobiles in the parade, the fire trucks standing by for emergency, the giant four-motored plane that cruised over the field, the "atomic bomb" display among the fireworks spectacle . . . these might have momentarily stunned those men of yesterday.

But they would have beamed when they saw the Negro drum and bugle corps, for a resolution against slavery narrowly missed being written into their Declaration and they insisted "that all men are created equal" . . .

The singing of the national anthem would have thrilled them, although they would have to be told what it was, and they might have wondered why so few voices seemed to know all the words. The circus, the clowns, the lads who sneaked over the wall to choice seats, the wounded soldiers in seats of honor—they would have understood those.

Adams Urged Celebrations

And there's room to wonder, after all, whether much of last night's performance

would have startled them, for John Adams, one of the five men who drafted the Declaration, writing to his wife of Independence Day, said: . . .

—Chicago *Daily Tribune*

The make-believe of mummery walked up Broad st. again today, but never as before.

The Mummers came up the street with more than the old fire in their heels, despite the numbing cold and a brief snow flurry.

Thousands who watched the stream of color beneath a gray sky that promised snow or freezing rain found in the 46th of the annual pageants brighter show, fresher song and fun typical of the year gone, the new one beginning.

There was delay beyond the scheduled 9 o'clock start, but when the march moved up Broad st. from Porter at 9:15 it came in a constant stream broken only for cross-traffic halts.

Heading it were the four fancy clubs, their lordly magnificence elaborated since the war into headdresses that towered higher, capes that billowed fuller.

Among them for the first time were two Wheeler clubs, the Hugh Wheeler, named for its 72-year-old captain, which was marching for the first time, and the S. D. Wheeler Club.

Dancing, Weaving Spectacle

Behind them in gilded and silvered slippers came the six comic clubs, dancing, weaving, shuffling, halting abruptly now and then to raise laughter with their gags.

And, last of all, there were the String bands ornately plumed and garbed, marching in disciplined array to the mummer tunes they kept tinkling, although fingers and lips were stiff from the cold.

Past the City Hall reviewing stands at 10:45, the parade moved up Broad st. to Girard av., and swung east to the formal end at 6th st. Many of the clubs continued on to 2nd st. and then moved into neighborhood parades for such additional prizes as were offered by the Greater Girard Avenue Business Men's Association and the South Philadelphia Neighborhood New Year's Association.

\$27,000 in City Prizes

The city's prizes this year total \$27,000.

The delay in starting was caused when Jack Shields, parade director, found some of the clubs late in assembling their memberships in the side streets surrounding Broad and Porter.

Shields gave the order to get under way despite the ominous weather forecast, stating:

"Nothing can stop us now. We've paraded in weather much worse."

The cold damp was a slight discouragement to crowds along the lower reaches of the parade route. Curblines were not lined as thickly as in pleasanter years past.

But as the parade moved up Broad st. the crowds became heavier. At Walnut st. spectators began lining the curb three and four ranks deep.

The City Hall reviewing stands were filled and on the plaza the spectators stood 10 and 15 ranks deep.

Fancy Division

The first club in line, the Hugh Wheeler, was making its debut today but Mummerdom was an old story to the man who led the organization which bears his name.

Seventy-two-year-old Hugh Wheeler was marching to the tune of "Oh, Dem Golden Slippers" for his 59th time. He wore the captain's cape of gold and lavender. In three sections, it was carried by 35 page boys.

A 15-foot Valentine, worn by Frank Corda, followed Wheeler. The costume was heart-shaped, trimmed in old Irish lace and had a life-size French doll in aquamarine across the center.

The King Jockey suit, presented by Raymond Smith, was in gold and green and had a huge vase with flowers draped in front. A headpiece, 13 feet high, shaped into a star and crescent, was Joseph Savisky's idea of King Clown. His green and salmon uniform was topped by hundreds of ostrich feathers. The Fisher brothers, in gold, gray and red, were Trio Jockeys.

A brigade of Mexicans, with exaggerated sombreros, was led by Mattie Christi. The costumes were an assortment of brilliant colors with scenes of Mexico and its people painted on their four-foot hat brims.

Silvery Moon Brigade

Last year's division champions, the Gallagher club, was led by its president, Howard C. Williams, with a brigade of seven small boys and 40 men representing a silvery moon. One of the boys was Williams' son, Howard, Jr., 9, taking part in his 9th New Year's parade.

Harry Saltenberger, winning captain for the last nine years, wore a cape, "King for a Day," the Shooters' title for champion mummer. His overhead, which represented a crown, was seven feet high and 16 feet in circumference, with royal blue shields representing his "royalty." The cape was gold and cerise. His 60 pages completed the "royal court."

A huge fan, with a variety of 1,500 ostrich plumes, was worn by Robert Ziegler, competing for the handsomest prize, while Richard Klossman's costume for the same honors was an eight-panel affair in red, white and blue. . . .

---Philadelphia *Bulletin*

By Herman F. Edwards

Young Indian braves not long returned from faraway battlefields in the Pacific and along the Rhine have taken up the sticks of the great war drum from aging elders and given throat to the ancient tribal chants to carry on the huckleberry feast of Pacific Northwest Indians. The festival is as old almost as the piney hills of the Warm Springs reservation which echo each summer to the day and night-long sounds of revelry and thanksgiving for the berry harvest.

The young mixed with the old in the Long House on the banks of the Warm Springs river as the huckleberry feast, after three days of colorful ceremonies, approached its climax Sunday night. Then were held the traditional dance of worship and the war dance as dawn came to the village of many tepees at the Hee Hee festival grounds.

Festival Food Heaped

Sunday was a day long to be remembered by the Indian participants and their white guests, who this year were said to have been more numerous than ever before. All morning long the women, in their brightest and best festival garb, bore into the Long House baskets of the tasty blue huckleberries, fish and venison whose cooking scented the camp ground with tantalizing aroma, along with vegetables, fruits, watermelon, candy and nuts.

Inside this big, rough frame building every seat was occupied. Canvas, and then reed mats were spread on the dirt floor for a long, endless festive board before the benches. Then as the medicine men and elders chanted to the accompanying thud of the tom-toms, the women performed the ritual of serving the food. One by one the chiefs spoke as the religious ceremony of thanksgiving unfolded and finally the feast began.

Rodeo Takes Spotlight

With the feast over, the celebrants turned to their favorite sport and crowds lined the railings of the gravelly-surfaced rodeo arena to cheer the bare-back riders who tried, many unsuccessfully, to tame the wild spirit of bucking, twisting broncos. Swirling clouds of dust hung over the area as riders spurred their ponies around the oblong race track.

Rivaling the rodeo for attention was the Indians' ancient stick game from which, ringed about by kibitzers and puzzled whites, emanated the clattering, staccato sounds of sticks rapped sharply on wood, and the chanting of the players . . .

—Portland *Oregonian*

The Unusual. Frequently the reporter, haunting a line of march or the vicinity of a reviewing stand hoping that something will happen to lift the occasion out of the usual into the extraordinary, is rewarded. At least something enough out of the ordinary occurs to permit him to brighten up his lead so as to differentiate it from those his predecessors on similar assignments found it necessary to write.

Father Diedrich Knickerbocker lost his head yesterday in the annual Macy parade down Broadway. His glowing nose snagged in the elevated structure at Lincoln square and the helium hissed from it, and from his neck, his smiling face and his cocked hat.

While distant drums at the far end of the mile-and-a-half parade line rolled impatiently, emergency crews rushed up, did a bit of plastic surgery on old Diedrich's nose, pumped his head full and he started south again, the full 68-foot of him.

Thousands of children shrilled their delight at the accident to the old gentleman, just as they did each time the ground crews of swashbuckling yeomen, free-booters and medieval attendants struggled to keep their giant charges steady in the biting wind.

Little boys and girls, blue-nosed in the cold, held their breath as the ground crews got to the elevated structure with the 120-foot, fire-spitting green dragon. The monster was deftly thrown on its side and though its heaving flanks brushed the elevated it got through. The children cheered.

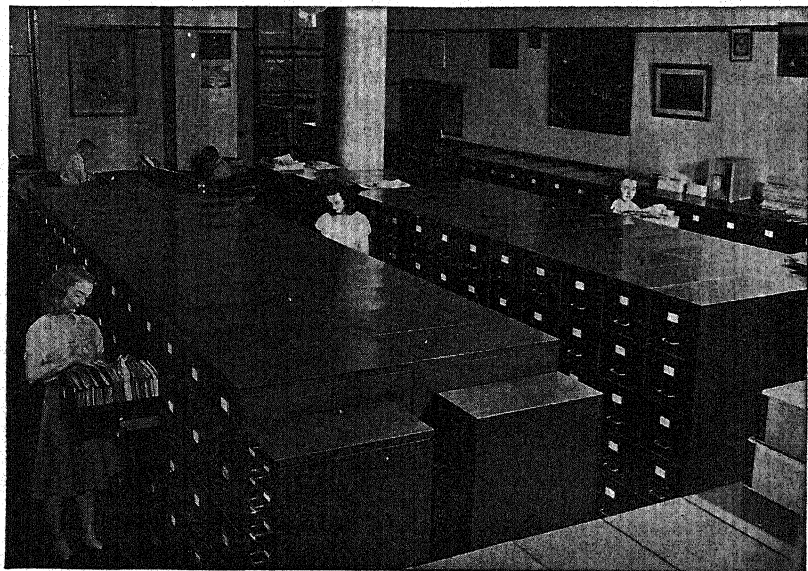
—New York *Times*

Boston, Mass., April 19.—(Special)—If Paul Revere and William G. Dawes were as confused during their rides to sound the alarm 162 years ago as Patriots' day officials in Cambridge today this country still might be a dominion.

Confusion surrounded Governor Hurley and his party on Cambridge common, where they waited anxiously to view the parade. Maj. Ralph W. Robart came dashing up to inform the party they were at the wrong post. They sped to the site of the Sumner statue, the official reviewing stand.



CITY ROOM OF THE ST. LOUIS *Post-Dispatch*



REFERENCE DEPARTMENT OF THE DETROIT *News*

Meanwhile Sergt. Walter Mortenson—today's modern William G. Dawes—set a precedent by arriving not once, but twice in Cambridge. He reached Cambridge common on schedule, but found nobody there to greet him. So he beat a hasty retreat and reappeared 15 minutes later—to find the reception committee.

—Chicago Daily Tribune

Recreation. Despite the solemnity with which patriotic and religious holidays are supposed to be observed, a large proportion of the citizenry welcomes the days as those of temporary release from business responsibilities and heads for the open road, the bathing beach or grandmother's dining room. How well they enjoy themselves depends largely upon weather conditions and escape from accidents and discomfort.

The peak of the holiday weekend travel rush was reached yesterday as New Yorkers fled the city by rail, air, bus and automobile to celebrate Independence Day today somewhere else.

E. G. Fischer, trainmaster at Grand Central Terminal, said there was a 20 per cent increase over last year's long and short hauls. He said the holiday travel reached its peak between 4 and 6 P.M. but was still heavy as the evening hours wore on.

On runs between New York, Chicago and Montreal, two extra sections were added, as well as to trains running from here to Niagara Falls, Lake Placid and Cincinnati. On one run to Detroit, and another to Chicago, three sections were added. Five sections were called in for travel to Albany and Utica, and an extra train was put into service to Chatham, N. Y.

All coaches were packed and Pullman reservations were exceptionally heavy. There were long lines of would-be travelers at the ticket offices.

A similar scene took place in Pennsylvania Station where, according to Clarence Power, acting station master, holiday-eve traffic was 50 per cent higher than on July 3, 1945. The peak of the day's travel at the Pennsylvania occurred between 7 and 8:15 P.M. Six extra trains were run between here and Philadelphia, fifteen between New York and Washington, fifteen to Long Branch, N. J., and two to Atlantic City.

Grand Central Terminal and Pennsylvania Station were both jammed. A few of the travelers were incoming, but the majority were quitting town. A view of Grand Central from 4:30 P.M. to 5 P.M. revealed a happy, hurrying crowd, far larger than usual. At least half, both male and female, were hatless. The women were in gay, brightly-hued frocks and a good percentage of the men dressed for the weather—in open-necked shirts.

Both the New York Central and New Haven roads had extra booths for ticket sales out in the middle of the floor. Long lines approached these, as well as the information booth. . . .

—New York Times

Unfortunately the holiday story often turns into a round-up of accidents. As separate reports come in from correspondents and other sources, a rewrite man combines them into a comprehensive account. The paper keeps in close touch with police and other sources of news of disaster.

270 Killed in Nation

Fourth of July accidents were blamed last night for 270 deaths throughout the nation. But not a death was caused by fireworks, the Associated Press reported. Automobile accidents claimed 169 lives, drownings 58 and miscellaneous accidents the remainder. In Chicago, 65,000 persons attended the American Legion's safe and sane Fourth spectacle. Details on page 8.

(Pictures on back page.)

With the Fourth of July holiday more than half over, the celebration in the Chicago district was believed last night to be one of the safest and sanest Independence Day observances in history.

Forty-three persons, most of them children, had been needlessly injured by fireworks. But there had been no fatalities from the explosives and most of the victims, barring the possibility of such developments as lockjaw, had escaped major injuries.

Several dealers accused of bootlegging fireworks were arrested.

Although motorists by the hundreds of thousands were on the roads, there had been only two deaths from automobiles at a late hour.

(Details of the holiday automobile crashes will be found on page 8.)

—Chicago Daily Tribune

EMPHASIZING ATMOSPHERE

Despite the extent to which once serious holidays have been converted into extra days of leisure, during which their original purposes are overlooked, in the organized observance of the occasions the reporter discovers attempts to retain spiritual values. Hence, he may handle his assignment as a quest for overt incidents to indicate how the spirit of an occasion is observed, even though in heterogeneous and unorthodox ways.

Old Stories Retold. After a reporter has chronicled once, or, in any case, two or three times, how his community observed Easter, Thanksgiving, Memorial Day or the Fourth of July, his ingenuity may be taxed to retell a familiar story in a fresh manner. If there is little or nothing to distinguish this year's occasion from preceding ones, it is up to him, through sheer writing ability, to retell an old story so as to delight readers. The following is a good example of how this may be done:

By Lucy Greenbaum

Sudden sunshine flooding Fifth Avenue in spring warmth yesterday brought out a record crowd that took part in an Easter parade paralleling the pre-war pageants.

Worshippers thronged early into churches to offer their prayers in celebration of the resurrection of Christ and then walked out to face a brilliant sky and a warm wind.

They stared at and were viewed by thousands who were unable to get inside the churches. Moving in ease along the street, shoulder to shoulder, they made up a gathering estimated by the police at 1,250,000 persons, 250,000 above the record set last year.

Trusting their intuition rather than the Weather bureau's prediction of stormy weather, women left raincoats and umbrellas at home and marched proudly along in their new spring suits and print dresses. Often they had to clutch at their flowered bonnets, for a brisk wind that rose at noon kept whisking off many a holiday hat.

War nerves appeared to have relaxed; delight in new costumes, a feeling of well-being and the warm sun shone in most faces.

There was spring inside the churches as well as under the blue skies. The sanctuary at St. Patrick's Cathedral was decorated like a garden bower, colorful with white azaleas, dogwood, palms, ferns, red rosebushes and blue, pink and white hydrangeas. The 10 A.M. mass at the cathedral, at which Cardinal Spellman pontificated, drew a congregation of 5,000 persons.

At St. Thomas Episcopal Church palms, ferns, lilies and dogwood branches decked the interior. A departure from recent years occurred at St. Bartholomew's, where the floral decorations have customarily been white. An anonymous donor gave special decorations as a memorial to Christopher Sargent, who died Christmas eve. He was the son of the rector, the Rev. George Paul T. Sargent. This year Easter lilies were set off by daffodills, tulips and large forsythia bushes.

The front of St. Patrick's Cathedral was free of the scaffolding that laced it last year and many eyes rose to admire the new rose window over the main entrance. Because of the early date, no buds broke in green from the trees around the Cathedral.

There were enough flowers in sight, however, borne aloft on women's heads, to turn the Avenue into a surging sea of flowers. Roses, lilies, poppies, corn flowers, peonies and pansies constituted woman's salute to spring. Pink and fuchsia frolicked as top colors in hats, with bright reds, greens and blues fighting for second place. Many hats combined all the colors of the rainbow.

Few Uniforms to Be Seen

This was a parade different from those of the past few years. For one thing, uniforms were scarce. A three-star general, who would have gone unnoticed in war years, drew gasps as he walked into St. Bartholomew's Church.

Tech. Sgt. Robert E. Cobin, stationed at a recruiting station in Nashville, Tenn., was one of a few soldiers who strode down Fifth Avenue.

Sergeant Cobin, wearing the Air Medal with two clusters and four battle stars, looked at several of the young raw soldiers, and said: "They're the fellows I've been talking back into the Army." A former radio operator and gunner with the Eighth Air Force, the Sergeant spent Easter two years ago interned in Stockholm, to which he escaped from Denmark after his plane crashed.

Also, top hats were more plentiful than in previous years. A half dozen men in high silk hats and morning attire actually stole attention away from the fashionable women at St. Bartholomew's Church.

Most noticeable was the fact that, with wartime restrictions off fashions, the styles yesterday were like the mood of the day, free and easy. For the first time in long years fabric was used plentifully in the long, coachmen-styled jackets flaring

gracefully over hips and in the longer skirts. Ribbons trailed from fancy straw hats. Shoes sported the new closed heel and toe pumps, ankle straps, nailheads and platforms. Nylons appeared in blue, black and pastel shades, and startled eyes saw even one pair of fuchsia stockings.

Crowds Gather Early

It was only 10 A.M. when the sidewalks in front of St. Patrick's Cathedral started to clog up with people. One hour later the people were standing three deep, waiting for the cathedral doors to release those attending mass. The majestic peals of the organ sounded in the street at 11:45 as the doors opened and throngs poured into the avenue. They were met by church-goers leaving St. Thomas, St. Bartholomew's, the Collegiate Reformed Church of St. Nicholas and other churches near Fifth Avenue. All vehicular traffic was halted for 50 minutes between Forty-sixth and Fifty-sixth Streets.

Then started the "people's parade" along Fifth Avenue, a parade of suits, fur coats and print dresses. Many women wore three-quarter length coats with full swinging backs over their suits—emerald green coats with black suits were very popular. Black suits with pink hats also seemed to be a favorite costume. Black and navy won out in suit colors, with royal blue, fuchsia and green also plentiful. Purple, a standout color in the past two years, was gone, for there was practically no sign of it in suit, coat or hat.

The policemen, too, caught the spirit of the day. The 225 extra patrolmen were even more considerate than usual with the crowds. Just after the worshippers poured from St. Patrick's, a breathless woman rushed up to a policeman standing on the cathedral steps and asked worriedly, "Is there going to be a parade?" The policeman waved toward the street, jammed from curb to curb, and replied: "This is it. Passing in review right before you."

Another policeman, watching a flowered cartwheel hat whirl before his eyes as its wearer sailed along the avenue, was unable to restrain a "Wow! Look at that."

It was Chief Inspector Martin J. Brown who estimated the crowd at 1,250,000 and described it as "more Eastery than last year." The figure, he explained, took in from Forty-second Street to Fifty-ninth Street along both Fifth and Park Avenues.

Some Recall Sadness Elsewhere.

In spite of the sun, disturbing memories stirred in a few breasts, however. M. T. Homolo of Chicago, who wore the uniform of the United States Army, was overseas for the last sixteen months of the war for the Intelligence Service. Last Easter she was in Frankfurt.

"People don't walk in Europe," she said. "They just pull themselves along, tear themselves on. The streets are full of awful, starving figures."

The display of Easter fashions did not make her "bitter," she said, "just sad." She looked at the finery that flashed past and said: "I just love it. It raises the morale of the city. I haven't seen laughing people for years. Where else but America would we see it?"

Other visitors from another country looked in wonder at this American novelty. Mehboud Khan, a film producer from Bombay, and his wife and two friends wore their native costumes as they walked along. His wife, clad in a green graceful sari that swirled out in the breeze, when asked what she thought of American styles, replied: "Very nice, but very gaudy. All those flowers and so many colors."

Many Seek Spotlight

Spotlight stealers tried to snatch attention, as usual. A professional model wore a gray ensemble made of nylon. An ambitious woman dolled up a live bunny in a miniature of her own flowered hat. . . .
—New York Times

The Spirit of the Occasion. Although externally this year's holiday or anniversary may seem to be identical with all others which have preceded it, in the attitude of the participants in its observation the keenly perceptive reporter may distinguish differences. To the writer of the following story, what superficially might have seemed to be "old stuff" had vital, individualistic meaning:

A note of optimism and genuine thanksgiving, absent during the past seven years of depression, was present everywhere yesterday as New York's millions crowded about festive boards in homes and restaurants to celebrate the 315th Thanksgiving day.

Thousands of unemployed, needy, sick and aged, unaffected as yet by the upturn of economic conditions, were not forgotten. Public agencies, charity organizations, hospitals and prisons vied in reporting the tons of turkey, chicken and other Thanksgiving delicacies they used to spread good cheer.

The coldest Thanksgiving weather in three years did not deter millions from going out to watch parades featuring the arrival of Santa Claus; to attend football games and other sporting events and to visit the theaters and motion picture houses. Other thousands had taxed airline, railroad and bus facilities Wednesday, going home for the holiday and these thousands will begin straggling back today.

In the churches, all of which had special services or joined with others in joint services, the blessings of the last year were emphasized. The nation, clerics declared, should be thankful particularly for "the unity of our country in the face of such strife abroad."

As usual, the largest single dinner was sponsored by the city, this year in the Municipal Lodging house's new annex, at 25th street and the East river, where 7,000 homeless men congregated to enjoy a chicken dinner, followed by cigars for all. The dinner formally opened the new annex. That times were better was indicated by the number taking advantage of the city's blanket invitation to the hungry, which was 3,800 less than last year.
—New York Herald Tribune

Situation Stories. Factual information, chiefly descriptive, and atmosphere are blended in the situation occasion account.

Although the weather bore little seasonal aspect, Chicago showed many other evidences yesterday that the Christmas spirit ruled.

Loop department stores seethed with the last-minute shoppers—the necktie buyers, perfume sniffers, searchers for toys and the great undecided. In the evening the same scenes were repeated in the still open outlying stores.

While Christmas trees were being trimmed in private homes, arrangements were being made also to bring Yule cheer to the unfortunate. The ill, the poor and the friendless will be served.

White Christmas Unlikely

It apparently will not be a white Christmas. Although winter arrives officially at 4:54 a.m. today, the little snow which fell yesterday will disappear in forecast temperature rises to 35 today and 28 tomorrow. H. S. Kenny, government forecaster, foresaw no more snow through Wednesday, Christmas Day.

"You Can Always Tell"

"You can always tell by the look of them," one floor manager confided. "From now until Christmas most of our customers will be what we call 'desperadoes.' The heavy load of Christmas shopping came early this year."

When a few toy automobiles were placed on sale in a store, a near football scrimmage resulted.

"You'd have thought they were real ones," the salesgirl said.

Drop in Rush Expected

The Chicago post office also reported indications that the last minute rush would be less hectic than in prewar days. Incoming mail sacks during the first 20 days of the month bulged with 20.9 per cent more packages than were received last year during the same period.

Outgoing parcel post sacks numbered 1,891,815 during the period, according to Postmaster Ernest J. Kruetgen. The figure represents more than one sack of parcels for every person in Chicago, and an increase of 16.7 per cent over last year's mailings in the first 20 days of the month.

Gifts, Shows for Veterans

Celebration of the Christmas season began last Wednesday in the 3,000-bed Veterans Administration hospital at Hines. On successive days, the B'nai B'rith, the Veterans of Foreign Wars, the American Legion and the Disabled American Veterans presented gifts and variety shows.

Today the State of Indiana Hines Hospital Fund will distribute cigarettes to every patient. Tomorrow it will be the Salvation Army, with more gifts and a band concert.

Tuesday afternoon the Elks of suburban Harvey will give a party. Tuesday night, Christmas eve, student nurses will go through the wards of the Edward Hines, Jr. Memorial unit carrying candles and singing Christmas carols. In the Vaughan unit, Red Cross nurses will do the same. . . .

—Chicago Sun

By Bentley Stegner

The year 1947 arrived in Chicago last midnight on feet padded by galoshes while the customary uproar was augmented by the chattering of celebrators' teeth.

The weather man began sending down a shower of snow at dusk to vie with the confetti offered by hawkers who took up their stands in the Loop.

Temperatures which stayed below 10 degrees above zero cooled the demonstrations of the merry-makers who came out to welcome the New Year.

Throngs huddled in the lobbies of Loop hotels, peering out at hardier spirits who tramped through the slush. The street vendors reduced prices of horns in an effort to lure noses out of overcoats and hands out of pockets.

There was a general surge into the streets at midnight as the Rialto crowds observed the time-honored Chicago custom of greeting Jan. 1 at State and Randolph sts. But most of the celebrators soon retreated to the warmth of taverns and cabarets.

More in Night Clubs

Tinsel swirled and noisemakers whirled in the night clubs, which had more customers in evening clothes and more champagne than had been seen since prewar days.

Operators of amusement places were well satisfied with the turnout, but the weather was responsible for a last minute switching of many parties from public places to private firesides.

The World's Greatest

Chicago's cafe celebrators had the dubious distinction of being able to pay the highest night club tab in the nation—\$200 to a couple at the Cameo at 116 E. Walton st. There were 55 couples on the reservation list.

Elsewhere the revels were less restrained and the tariffs not so tall, but most cash registers jangled at a hearty clip ringing up French champagne and mechanical noisemakers unavailable during the war emergency.

Church Bells Ring

Also heard was the peal of church bells, heralding watch services for the New Year. At the Drexel Park Presbyterian Church, 64th st. and Marshfield av., a party was held in the club rooms before a midnight worship service.

The noise in the Loop built up to the customary crescendo of bells and whistles at the stroke of 12, but the confusion was less than in years past.

Traffic Restricted

This was due to new traffic regulations as well as to the snow and cold. Parking was prohibited in most Loop streets, making way for the jam of pedestrians in the theater and cafe district.

Capt. Thomas Alcock of Central Police took personal charge of a special Loop detail of 50 extra men. Capt. Ted Cregan sent 146 extra men from his traffic detail into the downtown sector, and the Park District assigned 25 extra policemen on foot and 12 in squad cars.

More Public Transit

Additional relief for traffic also came from city and suburban transportation lines, which assigned enough extra cars, trains and busses to get most revelers home with their headaches by dawn.

—Chicago Sun

Sidebars. A side feature similarly may combine both facts and atmosphere.

By Richard Rendell

There will be a minimum of drunks in Chicago tonight; brains, not booze, will rule the town as Anno Domini 1947 gallops over the horizon.

That, anyhow, was the word in home and factory today as the citizenry prepared to ring out 1946.

Taverns, night clubs, hotels, etc., are ready to welcome one and all, and there will be countless private parties. All hands knew, however, that no one intended to make a fool of himself.

High in the common sense bracket were the 3,000 members of Alcoholics Anonymous who will gather at a half dozen places for their own parties.

It may be presumed they won't wreck their bank accounts, autos or one another.

"New Year's eve is just amateur night for us, anyway," one of them said. "We all used to be real, pro boozers. We don't worry about slipping off the wagon tonight."

From Dr. Morris Fishbein, editor of the Journal of the American Medical association and *Times* family doctor, came this statement:

"New Year's eve is usually marked by a maximum of intemperance. People overeat, overdrink, mingle with crowds, do without sleep.

"The combination makes what is called a hangover. Not surprising, therefore, is the 'morning after.' The hangover includes some nausea, some vomiting, some dizziness, occasional blurring of vision, headaches and disturbances of digestion.

"The best cure for a hangover is its prevention. The oldest aphorism in medicine is moderation in all things. If you have a hangover, and if you are lucky, you will be over the worst of it after some extra sleep, a moderate diet, avoidance of crowds and complete abstinence from liquor."

Whether the resolves made this morning prevail will be determined next year. Some folks may awake with hot needles in their eyes, bathrugs in their mouths, a thousand airplanes in their skulls, and a million wild horses galloping in their stomachs.

What will you bet?

—Chicago *Daily Times*

By Marie Gibbons

Springfield, Aug. 13.—Anyone who thinks a state fair is mostly a lot of livestock surrounded by people has another think coming.

The Illinois State Fair, at least, has everything from the latest in coffins to a modern style bedspread entered by an Army vet (he came in third); from a cow sculptured in 500 pounds of butter (see page 21) to the allegedly fattest family in the world; from puppets which illustrate swimming pool dangers to a quiz on how well do you know your posies.

The champion steers, sheep, mules, etc., aren't the only animals in the state, the department of conservation wants you to know. It has a whole flock of raccoons, little foxes, a little deer and lots of other wild life in a big building. If you're amazed to find a silver fox in the group, it's no wonder. He's an exception, but he's very pretty, even if he doesn't live in Illinois.

Once upon a time babies were exhibits at the fair and came in for judging too. Purpose of picking a baby champion, however, was to interest people in having the kids examined. Almost everyone knows about that now, officials explained, so the health department goes in for charts, graphs, free chest X-rays for tuberculosis, and health information in the shape of the Proctor puppets.

Just through the door from "How We Grow Before We Are Born" are the displays of what we can do now that we're here and what we can rest in when we aren't.

A little man removes a horrendous stain from his white shirt, presto just like that, to the tune of you-can-do-it-with-this-marvelous-new-cleaner. A dextrous young woman makes accordion-pleated potatoes with this handy-little-gadget-which-I-am-going-to-throw-in-with-these-other-four. One dubious farm wife wants to try the gadget. Much to her surprise she gets pleated potatoes too and is very pleased.

Not far away is a small group at the display of coffins but no one tries them.

At the little souvenir and food stands which line the sidewalks you can get one

of the Mexican-inspired hats, latest fashion at the fair, or a big fluff of spun sugar candy which kids and adults wear equally well.

If you want to drool over fruits and vegetables whose only resemblance to your victory garden is strictly coincidental, there's a building full.

Food Show Curtailed

There aren't so many cakes, cookies and preserved foods as at the last fair five years ago. Sugar and flour shortages, they say. Winners take home only the ribbons because the bakery products after 10 days of looking too good to eat—aren't.

But that doesn't bother the bakers. They can whip up another grand champion any old day of the week.

You can see what may be your favorite radio show in person, and if you decide you just have to stop and take your feet off after covering part of the 366-acre fair grounds, you can listen to a baseball game broadcast in a special tent.

If you're around when the fair closes Sunday, you'll see fireworks too.

—Chicago *Daily Times*

OCCASION-INSPIRED FEATURES

In addition to round-up articles, newspapers take cognizance of holidays, anniversaries and changes in the seasons by special feature articles which, not being based on current happenings, may be prepared some time in advance.

Holidays. Because they occur annually, July 4, Labor Day, Christmas, Easter, Thanksgiving, Washington's birthday, Lincoln's birthday, Memorial Day, Armistice Day, Hallowe'en and similar holidays tax the ingenuity of the news room to develop original ideas which haven't been overworked previous years. Ground-hog Day, Friday the 13th, April 1 and other pseudo-holidays present the same responsibility. Interviews with oldtimers, to obtain new anecdotes or to recall generally forgotten incidents, are a potent source of holiday feature material. The jovial hoax is a favorite on Hallowe'en or April 1. The library may be consulted before writing a feature explanatory of the origin or meaning of a special day.

By Marian Fitch

There were no mirrors 25,000 years ago or the lads from whom we stole the idea of Halloween masks and costumes would have ended up with a severe case of melancholia.

Recognition of Halloween as a time for ceremony began long before Christianity. It sprang from the belief that Oct. 31 was the one night of the year on which ghosts and witches really felt in the mood for crawling into their eeriest apparel and going forth to do a little carousing about the countryside.

For this reason, Halloween masks are believed to have come down from the custom begun when pre-historic witch doctors went on a combination spirit-scaring and spirit worshipping spree garbed in their best show stopping costume.

Donning costumes and masks to chase off evil spirits in those days was a serious

business. So they went about the job of designing them with an imagination that must have looked into the eyes of Satan for inspiration, if the results on display at the Chicago Natural History Museum are any gauge.

From the first of the scare-'em-good-boys on up to present day pagan element of the Iroquois Indians around Ontario, Canada, who still use the masks, they had several aims in mind. Sometimes they wanted to act as interpreters to their people of the multitude of gods they worshiped. On other occasions, they felt more like scaring the evil gods away from the villages. And the standard equipment must have been sufficient.

Painted on the wall of a replica of a late Paleolithic era cave at the museum is what is believed to be an accurate picture of one of the first of the magic men. Crouched on all fours, he has the horns of a stag, an owl face, the ears of a wolf, tail of a horse and feet of a man.

Chinese drama still portrays the hearings of the 10 courts of purgatory founded on an old religious belief. Each of the 10 courts took up different violations of conduct on the part of the citizens and each had its own hideously masked court attaches.

The "small" devil policeman outdid everyone else when it came to looking like a character out of a horror movie though.

As portrayed at the museum, he wore a grey, hag like mask from which two horns curved forward from the side of his head. Bulging black eyes peered out and two curving fangs supplemented the above normal quota of teeth jutting out of the leering mouth. He had only four strands of hair, two draped over each ear and two dangled over either eye.

Regulation attire for driving away ghosts or evil spirits among the Bamessing tribe of Cameroon, West Africa, not too long ago, was a skin tight, heavy net costume crowned by a wooden mask covered with human skin.

The dark face in repose would have been too much but it was the expression that clinched the deal—the personification of merciless evil. —Chicago Daily Times

By Norine Foley

It was New Year's Eve, 1944, in the South Pacific. There were plenty of "noise-makers," but not of the night-club variety.

A combat correspondent, a Daily News story related, approached a homesick lot of fox-hole-bound Chicago boys.

"What would you do tonight if you were back home?" he asked.

The answers, after a few expletives, were varied and vehement.

"I'd check in at Fennili's on Armitage st. and Voght's on N. Paulina st. and round up the gang," said Peter Paul Lang, then 23, of 2011 Magnolia av.

"We'd start without dates but we wouldn't finish that way, I betcha."

Lang is home now. This is the night he talked about. What is he doing about it?

"Round up the gang? Not a chance! I'm married now. Going to spend a quiet evening at home with the little woman."

Lang married Phyllis Ahrens, 20, of 8017 N. Keating av. on June 22.

"What about you?" a reporter today asked Joseph Siorek, 23, of 5136 S. Marshfield av.

"You wanted to kiss a Spar, ride the subway and build a snowman. Have all your dreams come true?"

"They will tonight," replied Siorek, "as soon as I build that snowman."

Conrad G. Lips, 22, of 2332 N. Clifton av., had said in 1944 that if he were home for New Year's Eve, "I'd try all the phone numbers I have and then run through the directory until I got a date."

The Daily News reached Lips at Dexter Press, 4615 N. Clark st., where he is employed as an apprentice printer.

"No date for me tonight," he asserted. "I'm spending a quiet evening at home with a few friends."

"I've had enough excitement to last for a while."

The reporter asked if Lips could aid in locating Orin C. Coy, 20, who in 1944 lived at 1918 Diversey pkwy.

"Hold the phone," said Lips. "He's right here."

"Are you getting together with the old crowd as you vowed?" Coy was asked.

"Not me," responded Coy. "I'm married now. I got home on Valentine's Day and was married in August."

"We'll probably go out somewhere, but the crowd won't be along."

Jerome Stone, 21, of 5354 Christiana av. longed for the day when he could "hook up with a former pal and we'd get dates and go dancing at the Campus or Gateway north of Evanston."

"I'm getting hooked up with a pal, but not the one I had in mind," said Stone.

"She is Claire Bailas, 19, of 1616 S. Washtenaw av., and we're getting married Saturday."

Peace, it's wonderful.

—Chicago *Daily News*

The mailmen are looking to Friday with dread.

On that day they're going to have to tote on their backs an estimated 300,000,000 expressions of love.

Their task won't be lightened any by the fact that, while there is no mail shortage, there is a shortage of males.

And the gals are getting blunt about it, as in this 1947 valentine:

"If you haven't any courage

"And that's the way you're built,

"Why don'tcha just say, 'Wilt thou?'

"And I'll say, 'Sure, I wilt!'"

The greeting card industry, which interprets the hearts on the valentines in terms of the dollar sign, also has contrived such novelties as these:

Orchids enclosed in plastic . . . fluorescent hearts for those who open their mail in the dark . . . valentines with mirrors so the receiver can see what all the fuss is about.

The prices range from a penny to \$2.50. For \$2.50 one can buy a super-card adorned with a paper bouquet of roses, a heart-shaped sachet, lace and a silk ribbon.

The groaning mailmen may hold the greeting card industry responsible for their burden of love. But the industry has passed the buck to the birds.

Roman oracles, the industry says, noted that the birds began mating on Feb. 14. So they set aside the day for the Feast of Lupercalia.

As part of the holiday ceremony, the Roman boys and girls drew names from an

urn set up in a public square to see who would be their blind dates for the coming year.
—Chicago *Daily News*

Another type of holiday feature is that which applies contemporary journalistic techniques to the handling of an historical story.

By the United Press

Philadelphia, Pa., July 4, 1776.—The continental congress has proclaimed the 13 American colonies to be independent of His Majesty George III and of the English government. Preparations for carrying on the war were begun immediately upon adoption of the proclamation.

Copies of the document were ordered sent by fast post to the various colonial governments, to Gen. George Washington, commander of the continental army in New York, and to all continental army posts.

The congress charges the British government with seeking to rule the colonies without their consent and asserts unreservedly that "all men are created free and equal."

Prepare for War

Patriotic enthusiasm roused this city to noisy celebration upon an announcement that the proclamation had been adopted unanimously by representatives of 12 colonies. Representatives of the colony of New York abstained from voting. The large bell in the hall in which the congress sat apprised the city of the decision that these colonies "are, and of right ought to be, free and independent."

Musket flints are to be sent to Gen. Washington and all preparations for carrying a successful war to conclusion are being made, the United Press was informed.

Thomas Jefferson, the Virginia planter, wrote the document which was adopted. John Hancock, Massachusetts manufacturer, was the first to sign, affixing a flourishing signature which he said readily would be recognized by any agent of his majesty who cared to look. The signers were confident that this effort to free the colonies would result in separation from the British government and home rule. . . .

—Milwaukee *Journal*

Bethlehem, Judea, Palestine, Dec. 25, Beginning the Year of Our Lord 1.—The population of this village seethed with excitement over the birth here early today of a Wonder Child.

Pious students of the prophecies claim the blessed event is fulfillment of long-cherished hopes for a national Messiah who will redeem Israel from Roman oppression and restore the former glory of the throne to King David.

Fragmentary reports gleaned from inn-keepers, shepherds, and transients sojourning in the town for the census-taking decreed by his Imperial Majesty, Caesar Augustus, have been verified and pieced together into a story disclosing a phenomenal occurrence.

Doubters hold the story is only a hoax to entertain the townspeople, as the child was born of lowly parents in a stable adjacent to one of the crowded inns.

Interviewing parents of the child, it was learned they had come to Bethlehem in obedience to decrees of Augustus requiring enrollment of all Roman subjects.

Joseph, a resident of Nazareth, fifty miles distant, made the journey at the slow pace of a donkey's walk, accompanied by his wife, Mary, an expectant mother.

Arriving in Bethlehem, they sought lodgings in every inn, to be told in each

instance there was no room. Even private homes, where guest rooms were usually available for over-flow Jewish visitors at the time of the feast of the Passover, were filled.

Doubtless it was the wan face of Mary, well-nigh spent from her long journey, that touched the sympathy of the inn-keeper who proffered space in the courtyard near the stable where they might spend the night. A thick bed of straw was hastily made and Mary lay down to await a new experience that will link her name with the town's in a fame that promises to be universal and eternal.

During the night Mary gave birth to her first-born son and wrapped him in swaddling clothes and laid him in the manger nearby. Asked if other travelers in the courtyard came to her assistance in delivery of her baby, Mary replied no one was aware of her need until a band of shepherds, who had been tending the flocks on nearby hill sides, came to verify happenings, which informed them the Child of the Ages had arrived. . . .
—Springfield, Ill., *Illinois State Journal*

Anniversaries. The anniversary of an important news event may be the occasion for retelling the original story or for developing a related feature. An occasion important to only a small circle of people likewise may be developed into an interesting feature story.

By Rex Polier

Sirens screamed. Horns blew. And people in Philadelphia, as people all over the Allied world, went wild with excitement and danced in the streets with joy. . . .

The war was over. V-J Day had come. Japan had capitulated and the bloodiest struggle of all time was ended and done. . . .

And that was a year ago today.

To many, on that happy, historic day, the possibility of another war seemed unthinkable. The dream of everlasting peace was like a great bright arc lighting the horizons of the earth. "Peace," everyone said, "Peace."

Today, one year later, the man in the street is not so sure. Nor are all the men who helped win that struggle as clear in their minds now as they were on the "day the shooting ended." In the past few months discord has often entered the halls where world statesmen were making overtures to peaceful settlements, and strife and continued warfare has overtaken many parts of the globe.

Here is how some of these people feel about the world's chances for permanent peace:

"I have no hopes of a permanent peace," said W. T. Dickson, Philadelphia real estate man, who lives at 232 Indian Creek road, "because I feel we will never be able to get together with Russia.

"The trouble with that nation is that it is quite obstinate and that is all there is to it. In their present attitude, I don't see how they would possibly make any concessions. Of course, I would be very happy to see that nation make a few concessions—we could definitely obtain peace that way. They won't though, because they want their own way too much."

"Even in the present dilemma, I am much more optimistic than pessimistic," said G. W. Klem, medical student, living at 3914 Walnut st.

"I am not too well informed on every little detail of the obstacles to peace, but

I am basing my assertion on the hunch that the world has had too much war and fighting, and would take a lot of agitation to arouse it once more to war. I will grant that the present diplomatic efforts to attain peace are being handled very poorly, but it takes more than that to wage war. It takes an aroused population."

"Prospects for peace are much gloomier than a year ago, that's the way I feel about it," says Thomas Scalley, retired railroad conductor, of 1036 Edgemore road, Overbrook. . . .
—Philadelphia *Bulletin*

Seasons. Spring, summer, autumn and winter are "events" about whose occurrence there can be no doubt. Each season has become associated with numerous customs, any one of which may be the basis for a feature article.

Pittsburgh's one sure-fire harbinger of spring failed to make a scheduled appearance yesterday, so it may be concluded that settled weather has not yet arrived.

The public has lost faith in most of its harbingers in recent years. Take the ground-hog, for instance. Take him and keep him. He pops out of his burrow on Ground-hog Day and looks as wise as a brain-truster about to launch a project, but whether he sees his shadow or not the weather goes right ahead and does as it pleases.

Robins aren't such good harbingers around here either. They arrive while snow is still on the ground and stand around regretting their hasty departure from the south. The flowers that bloom in the spring, ya! ya! are little better. Their sprouting seems to be governed by the calendar, rather than the weather.

But straw hats—ah, there's a real harbinger for you. When the male taxpayer discards the well-worn felt for the hay headdress, you can usually turn your winter garments over to the moths and get out the fly-swatter and the julep glasses.

Yesterday was May 15, or "straw hat day." The straw hats failed to appear, thus proving their right to the harbinger championship of western Pennsylvania, eastern Ohio and northern West Virginia. . . .
—Pittsburgh *Press*

By Richard McLaughlin

I went out in search of the "lost hour" today. And I found it, too, with the sunrise.

Found it wobbling along E. Ninth St. Found it with pigeons in Public Square. Found it chatting with two young women on Euclid Ave. Found it humming in the spokes of Jake Oberle's bike on Shore Dr.

This lost hour is the elusive 60 minutes councilmen debate come springtime when we have to decide whether we want daylight saving time.

If we have daylight saving, that extra hour of light comes in the evening. That's the way it was last year.

But this year there is no extra hour in the evening. It's the lost hour of daylight that comes at the front of the day, like a book's fly leaf.

This was the perfect day to find that lost hour—the first day of summer, longest day of the year.

A sooty, E. Ninth St. sparrow hopped to the top of a fireplug at Rockwell Ave. to watch the sunrise at 4:53 golden in the lacy clouds. The bird yawned its boredom, flew to a gutter in search of breakfast.

The lost hour had officially begun.

An Individual Laundry truck started its rounds along E. Ninth. Bakery trucks delivered their wares to restaurants so that you could have pie for dessert with your lunch. Their trucks splashed along the pavement, still wet from before-dawn flushing. The temperature was 62.

Joe Montague, 26, of 980 E. 144th St., sauntered down E. Ninth toward St. Clair Ave. to catch a streetcar home after a night's work.

"Sunrise is more like sunset to me," he grinned. "I'm heading for bed." Three drunks wobbled by, giggling.

On Euclid near E. Sixth St., Miss Lois Morton, 6207 Lexington Ave., strolled with her friend, Miss Nancy Cantrell, visiting from Detroit.

Sleepily, they reported they were not used to getting up at this time of day, were unacquainted with the lost hour. . . .

—Cleveland *Press*

CHAPTER XXVI

BUSINESS; FINANCE; LABOR

Today's coverage is suggestive of the physician who appraises one's estate of health by merely taking the temperature and pulse, and looking at the patient's tongue. Of course Wall street and the investment markets are importantly newsworthy in their own right. So are the standard indices of commerce and industry such as freight car loadings, corporation earnings, brokers' loans, excess banking reserves, as well as those relating to production of electric power, steel, automobiles and so on. But much of the time they are essentially routine—except to the speculator—and are overemphasized.

This is pulse-feeling. The lay reader deserves more interpretation and background of trends and developments in the broad phases of business and industry. There are new products emerging, commercial markets expanding, manufacturing processes being improved and always new problems of competition are arising. . . .

There is just as much popular appeal, or "romance," in business and industry as there is to politics, stage, sports and high finance. The average business man (and newspaper reader) thinks there is more. They are all businesses if you want to look at them that way.

—Howard Carswell,
New York World-Telegram

A SMALL TOWN REPORTER'S LAMENT

No four alarm fires for me,
No epic-making history
Of flyers hopping 'round the world,
Of Gangsters Murder Chorus Girl.
Nor F. D. R. Signs New Bill,
Or Spain's Rebels Take New Hill.
No inside scoop of national fame,
No press-box yarns of Yale-Harvard
game.

Nothing but Trinity M. E. Will Meet,
Popular Garageman Takes Judge's
Seat,
Lady Grows Tulips, All Are Green,
Junior League Fashions Will Be Seen,
Four Speeders Pinched in Traffic Drive.
Such stories keep my sheet alive.
And some folks say, "Your life is swell."
And by gosh it is. It is like hell!

—Duke Munson,
Schenectady (N. Y.) Gazette

SEGREGATION OF BUSINESS and financial news on a page or pages devoted largely to tables of quotations of prices on the various exchanges and markets, of stocks and bonds, grains, livestock, etc. is an American newspaper tradition. Until the late '20s, when almost everyone with an extra dollar became a speculator, only the businessman, banker or regular investor was supposed to be interested in such news. As readers increased so did the space. The contents, however, in addition to the quotations and routine news, continued to consist in tips and boosts for particular types of investments or products; scandalous rumors culminated in the revelations before a senate committee that some business and financial editors accepted favors in exchange for flattering writeups.

Before the depression of 1929, with a few notable exceptions (including the illustrious Roger Babson), business and financial writers were concerned almost not at all with trends and theories. They showed little or no evidence of being aware of social and economic forces of which the activities of the stock exchange are merely concrete manifestations. In fact, the ordinary newspaper writer in the field of economics knew no more than the average politician and less than the average graduate student in economics about his subject. Ability to read a financial ticker tape, bank statement and annual report of a corporation was about all that was demanded of a business and financial page writer.

As regards labor news the situation was similar. In common with too many of their readers labor reporters seemed unable to differentiate between elements in the labor movement. Lumping together craft and industrial unionists, antimonopolists (as the Wisconsin Progressives) and Marxists (as the American Socialists) and other so-called "leftist" factions may have been pleasing to a certain class of readers, but muddle-

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- I. Business and Finance
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 2. Factual Accounts
 3. Avoiding Puffery
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 8. Columns
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 6. Situation Stories
 7. Features
- III. The Clash of Economic Ideologies

headed ignorance regarding a problem never is conducive to a satisfactory handling of it.

As a result of reader demand for more authoritative business and financial news during the depression and war years and for more authentic identifications of labor groups, the situation today is somewhat improved. Aware of the necessity for interpreting as well as reporting events in the economic field, editors are looking for writers with the informational backgrounds to qualify them for the task.

BUSINESS AND FINANCE

What a widow in a small inland town will have to pay when she invests her dead husband's insurance money in bonds and stocks and what the nearby farmer who raises hogs and ships them away will receive for them is determined in the great financial and trading centers, such as New York, Chicago, Omaha and Kansas City. The newspapermen who deal first hand with activities in these centers are comparatively few in number.

In every community large enough to support a newspaper, however, property is bought and sold, houses and buildings are constructed, banks issue statements, retail establishments incorporate, make changes and go bankrupt, and factories engage in various production and financial activities.

Elements of Interest. Among the types of business and financial news which the small city reporter may be called upon to report are the following:

1. Retail stores
 - (a) Changes in wages, hours, working conditions
 - (b) Expansions in physical plant, equipment, floor space, etc.
 - (c) Expansions in service: new brands of goods, credit plans, etc.
 - (d) Changes in prices
2. Real estate
 - (a) Sales: names of parties, price, description of property, historic significance of property, new use to which it will be put, etc.
 - (b) Construction: new buildings and residences, periodic reports of leading companies and for entire industry, comparisons
3. Banking
 - (a) Annual meetings: officers, comparative reports, etc.
 - (b) Monthly statements, size and nature of assets (nature of investments, frozen or liquid, most important), amount and character of loans, ratio of loans and discounts to deposits (usually 70-80 per cent), comparisons, etc.
 - (c) Cooperation with government agencies, FHA, HOLC, SEC, etc.

4. Corporation finance
 - (a) Stock and bond issues: new, refinanced, activity in market
 - (b) Periodic statements: gross and net income, profit or deficit, dividends, comparisons
 - (c) Mergers, consolidations, incorporations
5. Industry
 - (a) New processes, research, machinery, inventions, etc.
 - (b) Financial statements
 - (c) Employe relations: recreation, hospital and other benefits, unionization, changes in working conditions
6. General
 - (a) Changes in personnel, promotions, election of officers
 - (b) Meetings, speeches, conventions
 - (c) Records: safety, service, production, etc.
 - (d) Personal: honors to officials and employes, unusual occurrences

This list doesn't begin to exhaust the many ramifications of business and financial news, but it is sufficient to suggest the wide opportunity the small city reporter has to become accustomed to handling material of this kind. Indispensable to the reporter ambitious to write with understanding and effect is knowledge of the fundamental principles of business and finance as taught in any good college courses in economic principles and money and banking. The following are a few terms in the field of business, finance and industrial relations with which the economics reporter should be thoroughly familiar. This list is suggestive only and could be enlarged considerably.

Anarchism. The theory that all compulsory government should be abolished.

Arbitraging. The purchase of exchange in one country through another country.

Arbitration. Submitting a dispute to a third party to decide and agreeing to abide by his decision.

Articles of incorporation. The charter granted by the state permitting the organization of a corporation. It usually contains details relating to such matters as the purpose or purposes for which the corporation is formed, its principal place of business, the number of its directors and the amount of its capitalization.

Audit. Verification of records and accounts.

Bankruptcy. Abandonment of one's business and assignment of his assets to his creditors which discharges the debtor from future liability, enables the creditors to secure title to all the debtor's assets and provides a pro rata distribution of the assets among all creditors. A petition in bankruptcy may be voluntary if initiated by the debtor, or involuntary if initiated by the creditors.

Bear (stock or produce exchange). One who sells securities or commodities for future delivery in expectation of a fall in price. One who endeavors to depress prices.

"Blue Sky Law." Laws attempting to protect the public against "get rich quick" schemes and worthless securities, by regulating the sale of securities, requiring detailed financial statements from a corporation, bank inspections, etc.

Bonds. A bond is a formal promise, always under seal, by the maker, usually a corporation, to pay a principal sum of money at a specified time and interest at a fixed rate at regular intervals. *Registered bonds* are paid only to the party named in the instrument and recorded on the corporation's books. A *coupon bond* is payable to bearer and may be transferred by mere delivery.

Bull (stock or produce exchange). One expecting, or trying to effect, a rise in price. One who tries to raise prices.

Call loans. Subject to payment upon demand.

Check off. Reduction from employe's pay checks of union dues which the employer then pays to union officials.

Clearing house. A device to simplify and facilitate the daily exchange of checks and drafts and the settlement of balances among associated banks.

Collateral. Stocks, bonds and other evidences of property deposited by a borrower to secure a loan, as a pledge or guarantee that the loan will be repaid at maturity.

Collective bargaining. Bargaining between an organized group of workers and an employer instead of between each individual worker and an employer.

Communism. The theory of the abolition of private property of production goods. Based on the economic interpretation of history by Karl Marx, Communists believe the evils of capitalism will eventually cause its collapse.

Cooling off period. Strike postponed to permit mediation attempts.

Corporation. Any body consisting of one or more individuals treated by the law as a unit. The rights and liabilities of a business corporation are distinct from those of the individuals which comprise it.

Craft union. A labor organization of skilled workers doing similar work. Called a horizontal union because no one craft union would include all workers in any one large industry.

Credit. Postponed money payment; a promise to pay money or its equivalent at some future time.

Deposit currency. Deposits credited on the books of a bank which circulate in the form of checks and drafts.

Depreciation. Loss of value through use or disuse.

Discount. Receiving payment on an acceptance or note from bank for a consideration. The indorser still is responsible in case the maker of the note or acceptance defaults.

Discount rate. The interest charged for discounting a note.

Dividend. The share of the surplus distributed to a stockholder.

Dumping. The sale of products abroad at prices lower than those charged at home.

Fascism. A theory of government in which the state rigidly enforces the rules governing both capital and labor, leaving little freedom of action to either.

Feather bedding. Union rules to slow up or reduce work and to prevent speed up.

Federal Reserve banks. Bankers' banks dealing only with member banks and the government, the purpose of which as set forth in the preamble of the act creating them is, "to furnish an elastic currency, to afford means of rediscounting commercial paper, to establish a more effective supervision of banking in the United States and for other purposes."

Fiat currency. Legal tender not redeemable in specie, issued to meet special fiscal needs.

Foreign exchange. A clearing house to adjust balances between countries.

Futures. A contract for future delivery.

Garnishee. A warning to a person, usually an employer, not to pay an account to another but to account for it in court.

Guild socialism. The theory of ownership of industry by the workers.

Holding company. A corporation which produces nothing for the market but merely invests in the securities of other corporations.

Index numbers. An index number represents the price of a group of commodities, or the average price during a given period, which is used as a basis or standard with which to compare the prices of these commodities at other dates.

Industrial union. A labor organization in which membership is open to all workers, skilled or unskilled, within any industry. Called vertical instead of horizontal because of its inclusiveness.

Insolvent. Unable to pay one's debts.

Interest. The price paid for the service of capital.

Interlocking directors. Individuals who are on the boards of two or more corporations which do business with each other.

Jurisdictional strike. Members of one union refuse to work if those of another union are employed.

Liquidation. Conversion of available assets into cash.

Lockout. The wholesale exclusion of workers from a plant by a employer.

Maintenance of membership. Workers must remain union members during life of contract with employer.

Marginal utility. The utility of the final or marginal unit of a person's stock of a given commodity.

Market rate. The rate at which a new loan may be made at any time during the day.

Mediation. Third party attempts to end a dispute by persuasion.

Monopoly. That substantial unit of action on the part of one or more persons engaged in some kind of business which gives exclusive control, more particularly, though not solely, with respect to price.

Open and closed shop. An open shop is one in which both union and non-union workers are employed. A closed shop is one in which either non-union or union workers only are employed.

Overhead. Expense of equipment, stock and maintenance which is relatively constant regardless of production.

Profit sharing. Sharing with workers the profits of good years; in effect, a bonus based on profits.

Receiver. A temporary court-appointed officer to conduct a bankrupt business in the interest of the creditors.

Receivership. Conduction of a business by the creditors when the debtor otherwise would be bankrupt or in danger of bankruptcy.

Rediscounting. The purchasing by one bank of a note or bill of exchange held by another.

Rent. The price paid for services of land.

Reserve. Lawful money or other liquid assets which a bank must keep on hand to insure prompt payment of its deposits and liabilities.

Sabotage. A conscious or willful act on the part of workers intended to reduce the output of production or to restrict trade and reduce profits by the withdrawal of efficiency from work and by putting machinery out of order and producing as little as possible without getting dismissed from the job.

Scab. A strikebreaker.

Socialism. The theory of industrial democracy through the instrumentality of the state. The slogan of the Socialists is "production for use instead of for profit" and they generally favor government ownership as the means of attaining it. Socialists do not advocate the violent means of gaining their ends which some Communists favor.

Stock certificates. A stock certificate represents one or more shares of the corporation's capital. Its price is determined by the market, usually a stock exchange, where securities are bought and sold. *Preferred stock* holders have a prior claim on the company's assets before the *common stock* holders in the event of bankruptcy. *Cumulative stock* arrears are paid before the common stock receives a dividend in case dividends are omitted at certain periods. *Participating preferred stock* entitles the holder to a share in the profits, in addition to the stated dividend.

Surplus. The equity of stockholders in a corporation above the par value of the capital stock.

Syndicalism. The theory of government by industrial unions.

Trust. A company which deals in capital and handles funds that are principally inactive, thus conserving existing wealth.

Trustee in bankruptcy. Court-appointed officer who converts a bankrupt's assets into cash and pays the creditors.

Wildcat strike. One not authorized by union officials.

Yellow dog contract. A contract for labor in which the worker is required to promise not to join any labor union during the term of his employment.

Factual Accounts. When a local department store adds a new story to its building, increases employes' wages, offers a new service, changes officers or does any one of a number of other things, it is news of general interest. Likewise, changes in the prices of important commodities or services, real estate sales and developments, new opportunities for investments and numerous other occurrences in the business or financial field deserve space in the regular news sections of a newspaper.

Stockholders of the Koppers Company, Inc., approved yesterday in Pittsburgh the issuance of 150,000 shares of new \$100 preferred stock, which were registered with the Securities and Exchange Commission on June 18. The offering and dividend rates have not been determined but the stock will carry lower dividends than the 4¾ per cent payable on the present preferred stock, it was announced. . . .

—New York Times

Meat animals poured in from all over the Midwest again today. Buying was brisk and a new top for choice steers, \$22.75 per hundredweight, was set early in the day.

The run of 18,000 cattle, 22,500 hogs including 7,000 shipped direct to the packers,

and 1,000 lambs was better than normal for Wednesday. Hogs advanced 50 cents, too, with a top of \$17.50. . . .
—Chicago *Daily News*

Scheduled air service between Milwaukee and Alaska will start in six weeks, Northwest Airlines announced Thursday.

The air line, which was awarded the great circle route to the orient last week by the civil aeronautics board, will conduct a survey flight between Seattle, Wash., and Anchorage, Alaska, Saturday. This is on the so-called "outside" route to the orient. Northwest's "inside" route will go by way of Edmonton, Alta., to Anchorage. . . .
—Milwaukee *Journal*

Location had been made definite Tuesday for a proposed Paluxy sand exploration near Chatfield in Northeast Navarro County, to be drilled by Austin Stewart and H. G. Lewis, Jr., as No. 1 R. L. Hodge. Site is 660 from the northwest and 330 from the southwest lines of a 123.8-acre tract in the Thomas J. Chambers survey. The wildcat apparently is on a block Stewart Oil took along the north-northeast edge of an Humble spread. . . .
—Dallas *Morning News*

Avoiding Puffery. Although many have wearily ceased making any vigorous attempt to combat the free publicity evil, there probably isn't a newspaper publisher who wouldn't like to see his business, financial, real estate, fashion, women's and other pages devoid of everything but legitimate news, feature and interpretative stories strictly in the public interest. In recent years, through cooperative effort, newspapers in a few large cities have succeeded in reducing the "puff" evil to a minimum. One of the first of these efforts was an agreement between three Atlanta newspapers, the nature of which may be seen from the following instructions agreed upon for the news rooms concerned:

The following items are specific types of publicity which we will NOT carry in the future:

- (a) Fashion shows, cooking schools, garden schools or any similar promotion of any kind originated by or which has any commercial connection with any business.
- (b) Beauty specialists.
- (c) Pictures of salesmen or managers who change jobs or pictures of new members of organizations.
- (d) Pictures of buyers.
- (e) Pictures of either the exterior or interior of stores except in those cases which might be considered in the light of real estate news.
- (f) Interiors of buildings.
- (g) Special promotions such as the "Bell Ringers," "Hour Glass" teasers, etc.
- (h) Luncheons or store promotions.
- (i) Entertainment of prominent people by stores.
- (j) Receptions for authors in book departments.
- (k) Pictures of merchandise. It is understood that this not only includes retail but distributors' publicity; as in example, pictures of distributors holding a can of beer, etc.

- (l) Pictures of grocery chain new members.
- (m) Santa Claus promotions.
- (n) Robots and trick automobiles disguised as locomotives, etc.
- (o) All promotions on the part of stores which feature the Junior League, the debutantes or other social celebrities.
- (p) All commercial promotions such as state fairs, carnivals, auto races, flower shows, etc. This does not apply to civic enterprises or those enterprises which are operated strictly for charity, as for example, Scottish Rite hospital, but it is understood that where publicity is given these promotions the names of no retail or commercial organizations are to be used.
- (q) Photograph contests, dancing schools, insurance stories, stories and pictures of used car lots.
- (r) Elimination of travel, resort publicity.
- (s) Any paid local ads simulating news matter must take the word "Advertisement" spelled out in 8-point black.
- (t) No automobile publicity will be carried in daily paper. All must go Sundays.
- (u) All special sections for advertisers cannot carry over 30 per cent publicity.

Special: Photographs of meetings of business organizations, which hold conventions in Atlanta; pictures will be used of men of prominence who attend. These will be run in one column cuts only.

Publicity on wrestling matches will be limited to 3 inches on week days and 3 inches on Sunday before the match, but story after the match will be based on news value as determined by sports department.

Advertisers should not be given preference over any other teams in soft ball leagues. No requests will come from business office on soft ball stories.

In addition, according to *Editor and Publisher*, unwritten understandings between news executives on the three papers included, in substance, the following:

Mention of meeting places (such as restaurants and department stores) is to be considered part of the story in advance material, but not to be used in stories appearing following the event.

Stories about air lines, railroads, bus lines and other transportation services are "out," except in cases of change of regular schedules, when brief stories are permitted, or of revolutionary changes in services offered the public. (Air-conditioning not included in the latter category.)

No definite rule promulgated on bowling. The commercial angle, however, should be subordinated as much as possible and individuals rather than commercial teams played up.

In stories of skeet shooting events, names of powder companies, cartridge and shot gun manufacturers and hardware stores eliminated.

Stories about lectures, concerts, recitals, football and baseball games and other musical, educational and sports events shall not contain location of the place where tickets may be purchased, nor the price of tickets.

No publicity shall be given music or dancing teachers, except, perhaps, in the case of annual concerts.

Stories having to do with the arrival of athletic teams or so-called notables shall not mention the hotel at which they are stopping.

In stories about benefit dances by organizations, the name of the orchestra shall not be used, except in the rare cases when nationally-known orchestras are brought to the city.

Identification of persons in stories of all types to be eliminated as far as possible where identification mentions name of some commercial organization.

Brief stories about merchants' associations and similar business-promoting organizations excepted, provided commercial affiliation of members is eliminated.

In stories about changes in price of gasoline, names of all companies must be eliminated.

Stories about changes in law firms and changes of location are "out." Changes which affect the titles of prominent firms are approved, however.

Names of undertakers shall not be used in connection with ambulance calls to accident or crime scenes. Use of undertakers' names in death stories left to the individual editors, but the consensus is that names of funeral directors should be used prior to the funeral and not after it has been held.

Making Comparisons. Both the investor and the reader with only a general interest in business and financial news are interested in comparisons. In fact, without references to yesterday, last month, last week or a former year, many financial statements and annual reports are without significant meaning. Is business better or worse? The answer can be given only by showing the contrast between the latest available figures and those of some other important time. Most frequent comparisons are with the preceding period (day, week or month), the same period of the preceding year, the all-time high, the all-time low, the average of a normal period (1913 or 1923-25 are frequently used), the pre-war or wartime peak or average and a period with some particular, perhaps local, significance.

The following examples show how to emphasize comparisons, whether the news originates in public or private reports or surveys. The final, full-length story suggests the "angles" to be explored in a typical story based on a financial statement.

By C. Norman Stabler

The stock market went through to a new high for the last fifteen years yesterday. It had done the same thing the previous day, but the difference yesterday was that it did so on a large volume of trading, whereas on Tuesday it had appeared hesitant.

Trading on the big board amounted to 1,590,000 shares, the most active day for the Stock Exchange since April 9. Helping to swell this total was a series of large blocks in a few of the lower-priced public utilities. . . .

—New York *Herald Tribune*

Largest oil loan ever made by an organization headed and handled by a Southwest bank was revealed here Saturday with an announcement that a loan of \$10,950,000 has been concluded by the Republic National Bank of Dallas and participating correspondent banks with Rogers Lacy, Longview oilman, and his associates.

The deal represents the second in recent months in which the Republic National has organized a group of participating banks in major industrial financing. Associate banks in this loan were the Chase National Bank of the City of New York, the Society for Savings of the City of Cleveland and ten other Southwestern banks, Fred F. Florence, Republic president, said. . . .

—Dallas Morning News

By S. Oliver Goodman

Actual sales (registrations) of new automobiles in Washington set a postwar monthly high of 1320 in July, it was learned yesterday. Last month's total was 27 per cent of the 4826 new cars sold here during the first seven months this year, according to figures supplied by the Washington Automotive Trade Association. . . .

—Washington Post

Consolidated net income of the Wisconsin Electric Power Co. (the Electric Co.) and its subsidiaries for the 12 months ended June 30 was \$5,197,227, an increase of more than \$900,000 over net income of \$4,282,280 for the previous year, it was reported Saturday by President G. W. Van Derzee.

Operating revenues of the company and subsidiaries, Wisconsin Gas & Electric Co. and Wisconsin-Michigan Power Co., for the 12 months were \$45,270,022, a decrease of 1.3 per cent compared with the previous year. Operating expenses, including taxes and depreciation, aggregated \$35,068,352, a decrease of 7.2 per cent in comparison with the prior year.

Transport Co. Excluded

Nonoperating revenues included \$255,333 in interest received on the bonds of the Milwaukee Electric Railway & Transport Co., but net income of the Transport Co. is not included in the report, Van Derzee said. Interest paid on funded debt amounted to \$2,826,310 and \$500,000 was provided out of income for a special reserve for contingent losses on investments in the transportation subsidiary.

Provisions for taxes amounted to \$9,836,287 and reflect both repeal of the excess profits tax and nonrecurring reductions of \$1,120,000 due to refinancing of the Electric Co. In June, the report added. Tax provisions for the preceding year were \$12,488,211. Provision for depreciation was \$4,842,447. Out of net income, the company paid \$1,512,144 in dividends to preferred stockholders and \$1,862,729 to common stockholders.

Electric Output Less

Electric output of the company and consolidated subsidiaries in the 12 months was 2,600,643,000 kilowatt hours, a decrease of 13.5 per cent as compared with a year ago, Van Derzee said. Output for the first half of 1946 was 14.5 per cent less, the decreases reflecting reduced use of electricity for industrial purposes, the report explained.

Use of electricity for residential, commercial and rural purposes continues well ahead of the previous year's mark, the company said.

—Milwaukee Journal

Summarizing Trends. The daily round-up or comprehensive story on the activities of buyers and sellers of stocks and bonds and traders

in important commodities is a standard feature on the financial page. Likewise, weekly, monthly, semi-annual and annual movements in the different fields of financial and business activity are familiar. As will be noted later there is a difference between summarizing a trend and interpreting it. The following examples are attempts at summaries only:

Bond prices in today's market held within narrow ranges, in advance of the three-day recess. Public utility issues displayed a moderately firmer tone, while high-grade railroad bonds were just about steady. Low-priced carrier lines were mildly active and advanced fractionally.

United States government bonds were dull and prices showed little change. Trading in foreign bonds was light and without significance.

Bond market performance and investor responsiveness to new issue offerings combined this week to emphasize the extent to which income has become the dominant incentive in security markets. The major financing operations of the week carried solely income appeal and developed the highest stage of enthusiasm witnessed for many weeks in the new issue field.

—New York *World-Telegram*

Chicago valuation figures for June show a decided advance and are the highest for the month in about seven years. The total value of live stock received here during the past months stands at \$25,119,000, as compared with \$12,258,000 a year ago, \$17,060,000 two years ago and \$14,758,000 three years ago. Buyers received less for their money during the past month than they did during recent years. The total receipts of cattle, calves, hogs and sheep during June of this year stands at 658,373, compared with 674,516 a year ago. Four years ago an investment of only \$17,309,000 purchased a total of 1,114,907 animals here.

—Chicago *Journal of Commerce*

Measured in dollars, the output of the American economy returned to the wartime peak in the fourth quarter last year, the Commerce Department announces.

Since price increases were partly responsible for the rise, the "real" level of the economy was one-seventh below that of the wartime peak, the department said. The wartime peak was reached during the first six months of 1945.

Production last year was about one-fifth higher than that of 1941. The gross national product last year was \$194,000,000,000. The national product is the total of output of final goods and services at market prices, plus government services. This figure compared with \$199,200,000,000 in 1945. . . .

—Chicago *Sun*

Situations. For the ordinary reader—the everyday customer in the stores whose wares are advertised in the paper—roundup stories such as the following are more meaningful than columns of figures to explain how what is happening affects him.

Increasing quantities of many of the items customers have been denied in the war years are on the way from factories. Production and delivery of wearing apparel and many household necessities has speeded up, it is seen by a glance at store shelves.

That sarcastically-uttered phrase: "Haven't you heard there's a shortage?" has been dropped from the stock replies of former harassed clerks. The timid individual, however, still approaches the counters warily.

"I don't suppose you'd have any sheer hose?" women query in tones dripping with apology.

"What size? Length? Kind?" is the current heartening answer.

Can Supply Most Wants

As several hosiery clerks and buyers explained yesterday, there is always something for the customer now. Occasionally a store may be out of a particular style or brand, but expects more in soon.

Buyers of men's clothing explained that although white shirts, handkerchiefs, shorts and pajamas are back, there is a definite shortage of what their customers want.

"It isn't a matter of necessity now," one buyer said. "Men have become conscious again of brand, style and quality. During the war, off-brand clothing would have passed muster. It won't at this time."

Veterans enter, a clerk in another store said, and remark they've been out of service for months and still can't get the first-quality things they desire. The clerks can't give any explanation either, he added.

"One widely-known shirt manufacturer has taken on a new navy order," another buyer contributed, "and that will mean another month or two before their brand is in our store."

Find Girdles in Quantity

Girdles, lack of which worried females into adding wrinkles here and there, are back on the counters. The buyers say the number is determined by manufacturers' quotas, but they are getting more plentiful. . . . —Kansas City Times

Buying new Easter outfits for the family this year will have its shocks—and compensations.

Apparel prices definitely will be higher, but quality will be better and stocks, in most categories, will be ample to meet the demand.

Cut-price clearance sales, especially in feminine apparel, have created the erroneous impression in certain minds that prices for spring 1947 are dropping. This just isn't true, Dallas merchants declare.

There has been a rise in fabric prices and certainly no decline in labor costs, explained Joseph Ross, merchandising manager at Neiman-Marcus.

Clearance Sales Explained

"It is unlikely that there will be any drop in regular merchandise this spring and summer," he added.

Recent clearance sales, Ross said, have not reflected true market conditions and the public must not be misled to believe all clothing prices are going to drop.

The apparent decline in prices presently indicated in clothing lines is due primarily to clearance sales of stores trying to get out from under, said Harold McEwen, general merchandising manager at A. Harris & Company.

"These stores have been overloaded with winter and fall clothing," McEwen commented, "and have extended sales on this merchandise through December, and in some cases through January and February, to get it out of the store. It's been happening all over."

No Price Decline Soon

McEwen reported that his office is flooded with invoices from wholesalers and manufacturers showing a definite rise in costs and listing higher prices than retailers

were currently paying for similar merchandise. These increases, he said, would have to be passed on to the consumer. He predicted no price declines until late this year or early 1948.

Harold Howard, Reynolds-Penland merchandising manager, said wholesale prices so far have advanced anywhere from 5 to 20 per cent and that his company expects to have to buy at these levels through the spring and summer, and possibly into the fall.

His firm, he added, is taking less than the accustomed mark-up in an effort to hold the line. . . .
—Dallas *Morning News*

Interpreting Trends. Whereas the examples just given dealt primarily with the "what" of business or financial events during a specified period, the following show how skilled observers and interpreters of economic news also supply the "why." Whenever an important event occurs—a Supreme court decision, passage of a new bill by the state legislature or Congress, a change in the monetary base of the money of a foreign country, etc.—it is up to the economic expert to explain to his readers how they will be affected.

By J. E. McMahon

Reflecting the Government's large-scale retirement of debt in the three months just ended, statements of conditions of the 15 largest banks here as of June 30 showed large shifts in assets, although total resources and deposits were not greatly changed. Assets held in cash increased sharply, while holdings of United States Government securities and loans and discounts declined. Earnings in the quarter gained, but by a smaller amount than in the first three months and the corresponding period of 1945. . . .
—New York *Times*

New York—(NANA)—Lagging promotional activity is being ascribed to tardy deliveries and stiffening price resistance.

There are merchandisers who discern in the relative lull in promotion, indications of growing competition between furriers, new car dealers, real estate agents, home builders, household equipment distributors, and others for the consumer's dollar.

Attention has been called to signs of price weakening among some of these competitors. Since last November, it is recounted, fur mark-downs have averaged 40 per cent or more at retail. New car deliveries seem to be easier in some makes.

Real estate agents in a number of communities report an easing of prices, with asking prices cut up to 20 per cent. Home builders are beginning to acknowledge that high costs have turned prospects into watchful waiters. . . .

—Chicago *Daily News*

By George Thiem

Europe's famished millions are behind booming U. S. wheat prices and the steady drain on our food supplies.

Wheat went up more than 8 cents a bushel in wild trading on the Board of Trade today, a new 27-year high, but lost nearly all the gain later.

Since Jan. 1 the price has gone up 30 cents a bushel. The corn market, too, is up, with government buying for export the chief tail twister.

The sharp price declines in grain and meat that followed decontrol last year have leveled off and today are going the other way. The tempo of hunger relief has been increasing steadily.

Richard F. Uhlman, president of the Uhlman Grain Co., said the tremendous demand from Europe is the main reason for higher grain prices. . . .

—*Chicago Daily News*

Columns. Most articles of the type just illustrated are signed. Further interpretation is provided by the signed columns without which no financial or business page today is complete. Their authors go beyond the spot news to discover trends. They not only interpret; they also editorialize and predict. Large papers may have columnists for particular kinds of news as automobiles, aviation and real estate.

By Sidney P. Allen

It is not difficult to build a pretty convincing case that prices, particularly of foods, are too high. Most housewives are quick to note that the grocery bill has swollen substantially and perhaps somewhat disproportionately. There is no denying that the sellers' market is still pretty much with us. There are straws in the wind, though, that give promise of improving the situation from the consumer viewpoint.

Food items are predominantly free of controls and so most black markets have been pretty well eliminated. As the black market previously absorbed most of the supplies of some edibles it set the real price. Now the normal supply channel again can function, and the scarce items are available to all.

Moreover, evidence that is gradually accumulating indicates prices of many food items will not remain at present high levels for too much longer. The supply and demand factor appears to be gradually working in favor of the consumer. While prices likely will not decline to prewar levels because production costs have risen, the prospects are that quite a few currently "high" items will be in ample supply soon." . . .

—"Business Trends-Comment" column, *San Francisco Chronicle*

By J. A. Livingston

Things are a little less hysterical. There are almost intimations of postwar peace and tranquility. The headlines have toned down after heralding a tie-up of the nation's railroad system; a break-off in negotiations between John L. Lewis and the coal operators; the Nation-wide demand for labor legislation; wild-and-woolly jumps in commodity prices and the struggle between the President and Congress over OPA. Even the tenor of dispatches from Europe has moderated. Expecting bad breaks in foreign relations, the country has come to accept the inevitable compromises. So the fight over the two-thirds rule in Paris did not cause most editors to jam their type-writer keys with anti-Russian diatribes. Result: A much-needed summer rest for jangled nerves. . . .

—"Business Outlook" column, *Washington Post*

By Harvey E. Runner

The public spent more money in the nation's stores in the first four months of this year than they did in all of 1933. Expenditures for the first six months of 1946 are expected to top sales for any twelve-month period between 1930 and 1939, with the exception of 1937. Moreover, retail sales, if maintained at their early 1946 pace

through to the end of the year, would just about double the volume of business transacted in the boom year of 1929.

These are startling comparisons and reflect the public's belief: (1) in the present high rate of income payments to individuals being maintained, (2) in the rising price trend continuing, (3) in merchandise shortages remaining acute for some time, and (4) in confidence that a large deferred demand prevails for goods.

Money

Examining these beliefs more closely, we find, first, that wage and salary payments are currently at a rate about double that of 1940—\$100,000,000,000 against \$50,000,000,000. Moreover, farm income is up, professional people are earning more and dividends are larger.

Savings are still high, but the people are not putting away nearly as much as they did in the war years. . . . —“State of Business” column, New York *Herald Tribune*

By Maurice Roddy

Aviation has gone west. The trend to the great “inland ports” of the future has caused many of the “grunt and groan” departments of the fading coastal ports to start tossing brickbats westward particularly at Chicago which is the natural air capital of the world.

It is a misfortune that criticism aimed at the Municipal airport in many instances fails to tell all of the story. For example, many of these “air experts,” aiming their typewriters at Chicago, neglect to mention the city's remarkable air safety record or any of its pioneering achievements which have contributed materially to the progress of commercial aviation. Chicago was the first to introduce parallel runways which increased traffic volume without having to expand the operating site. Air navigational facilities are also the latest installations and to date the city has not had any aircraft terminating its flight against a skyscraper. . . .

—“Aviation—Automotive” column, Chicago *Times*

Localization. No community, regardless of size, is isolated today. Rather, the prosperity of the small cities and towns of the United States is dependent to a large extent upon what happens in Wall street, in Washington and in other focal points in this country and abroad. There are many ways in which the small newspaper can localize the importance of a business or financial event with national or international significance. One is to obtain interviews with local authorities or with average citizens to get a cross-section of opinion. Another is to compare local conditions with those in other places. Still another is for a reporter, expert in local affairs, to analyze, on the basis of fact and probability, what the effect will be. The following are creditable attempts at “bringing home” the importance of vital news from outside the immediate community:

Yesterday's long-awaited Supreme court decisions in the banking cases should have a beneficial effect upon local business in the opinion of the presidents of Milltown's three leading banks.

Although the local bankers had hoped for a different decision, they agree that with uncertainty as to what the court would decide removed, many loans which Milltown banks have hesitated to make to local merchants now will be possible.

The extent to which food prices have risen in Denver since OPA controls went off June 30, when President Truman vetoed a proposed OPA continuation bill, has been charted in a poll of wholesale food distributors conducted by the Denver Post.

Here are the results, an index of price changes since the last week in June, as gleaned from the answers of scores of Denver food dealers who were interviewed by Denver Post reporters: . . .

—Denver Post

Prepare to drool.

Just ten years ago, one could purchase T-bone steaks in Marinette for 25 to 27 cents per pound. Even at this price, T-bones were too expensive, perhaps, for some families. Some may have been more interested in beef roasts at 15 cents per pound or hamburger at 11 to 14 cents.

Bacon was listed in one advertisement in the Eagle-Star 10 years ago at 19 cents per pound. Short ribs were 11 to 14 cents, pork roasts or steak, 25 cents, spareribs 15 cents, round or sirloin steak, 23 cents, pork chops 25 cents, pork shoulder 17 cents, wieners 14 cents a pound, pork butts 22 cents. . . .

—Marinette (Wis.) *Eagle-Star*

Features. The importance of an industry or a business leader to the community can be played up in a full-length feature article, preferably illustrated. The following are leads to a few such stories:

Doing 50 million dollars' worth of business a year and employing between 4,000 and 5,000 persons with a monthly payroll of approximately 1 million dollars, the garment industry in Greater Kansas City is the third largest permanent industry in this area.

With about 90 per cent of the firms making up the industry engaged in production for war during the last few years, the companies have returned to peacetime pursuits, and virtually every one plans some form of expansion—a new building, new location, more factory floorage at the present site or additional equipment.

The garment industry here means manufacturers and wholesalers, and in men, women and children's lines. The market here is a steadily growing one, ranking about fifth nationally, behind such large centers as New York, Chicago, St. Louis and Los Angeles. . . .

—Kansas City *Star*

Any morning about 4 a.m. if you're around Hancock, Md., this time of year, you'll probably see R. S. Dillon, sr., at his favorite avocation and recreation—working in his orchards, his packing plants or storage rooms.

About 12 or 14 hours later, if you're still around, you'll probably find him there. For R. S. Dillon loves his orchards, and the apples and peaches they produce.

Dillon didn't get into the fruit business until 1912—almost 35 years ago. That's a long time to many people, but to Dillon, who now is in his seventies, it's not so long.

Dillon learned to work early—maybe that's one reason why he stays at it so constantly now. But he'll tell you it's because he loves his trees and prides in seeing

their fruit rolling through his packing system on their way to the city markets of the East.

His father died when he was 2; his mother before he reached manhood. . . .

—*Washington Post*

By Don Magnuson

Anacortes, Aug. 30.—Millions of sockeye salmon, intent through some mysterious and impelling instinct upon keeping a final rendezvous with destiny in upper reaches of the Fraser River, were streaking today through the Strait of Juan de Fuca from the Pacific Ocean in a silvery bonanza.

Before the massed fish lay Rosario Strait, the San Juan Islands and the Strait of Georgia. Beyond that—the Fraser, their spawning grounds.

Many of the big-eyed swimmers never again will see the Fraser, where they were hatched four years ago, at the start of their immutable life cycle.

Stout-armed fishermen lay in wait with their nets at scores of spots along the sockeyes' route. Working around the clock, determined to make a year's "stake" before the salmon run ceases, as abruptly as it began last Sunday, the fishermen, heavy-eyed now, seined the wriggling silver beauties into the holds of their little vessels. . . .

—*Seattle Times*

By Herman Kogan

Whenever Milton Reynolds sees someone writing with a pencil, he winces.

He wants everyone to use a pen—preferably a Reynolds ball-bearing pen. That's the newfangled type which, says he, can write under water, in rain or in snow, penetrate six carbons, never leaks, blurs or blots and needn't be filled for years at a time.

A stocky supersalesman, Milt Reynolds, at 54, is chairman of the board of the Reynolds International Pen Co., housed in a onetime indoor tennis stadium at 1550 Fremont st. In operation for little more than a year, the firm had a net profit of nearly two million dollars in its first three months. So enthusiastically have pen users—or onetime pencil users—taken to Reynolds' pen that production has doubled from 15,000 to 30,000 a day. Plans have been completed to treble the size of the local plant and new ones are contemplated for Canada, Scotland, France and Australia. . . .

—*Chicago Sun*

LABOR

The history of the American labor movement is as much that of a struggle of different ideologies for supremacy within the ranks of labor itself as it is that of a fight between capital and labor for a share of the national wealth and income. In its early stages, organized labor was handicapped because of its control by leaders of foreign birth or influence and by native born intellectuals who lacked experience as workers and were discredited further because of their known unorthodoxy in other fields.

In the middle half of the 19th century labor was too prone to espouse every new economic or political theory that offered a possible step upward on the economic scale. Agrarianism, idealistic cooperative plans,

greenbackism, the single tax, free silver and syndicalism were among the ideologies with sizable followings within the ranks of labor. Until the American Federation of Labor emerged as powerful under the leadership of Samuel Gompers late in the 19th century, organized labor hardly was an important permanent factor in American economic and political life.

The A. F. of L.'s triumph over the Knights of Labor represented a victory for the craft union idea as opposed to industrial unionism. Gompers and his followers believed in working within the existent capitalistic system, seeking through unions of craftsmen organized horizontally throughout industry as a whole, to obtain the maximum benefits for the workers. The Knights of Labor had admitted unskilled as well as skilled workers.

Craft unionism remained dominant until 1936, when, under the leadership of John Lewis, the Committee for Industrial Organization began to organize many large basic industries, such as the mining, motor and steel industries, in which large masses of unskilled workers were not eligible for membership in craft unions. C. I. O. unions are industrial or vertical unions because membership in them is all-inclusive within a given plant in which there might conceivably be numerous craft unions.

This differentiation between craft and industrial unions and between any kind of unionism and other proposed roads to freedom for workers, such as socialism and communism, must be understood by the reporter wishing to do an intelligent job of reporting labor news. Because it is only during times of industrial strife, occasioned by strikes, lockouts, violence and governmental interference, that labor news seems important, few specialists in labor news are to be found on American newspapers. Nevertheless, long before the New Deal, labor was an important factor; its success during the Roosevelt administration in obtaining legislation favorable to itself is familiar. To take up the telling of the story in intelligent fashion without knowing the earlier chapters is inconceivable.

Union Affairs. Aside from the same reader interest that exists regarding the activities of any large organization, in the cases of unions there is the additional public interest as regards their control and policies.

By Robert Lewin

Pittsburgh.—Executive boards of C.I.O. steel and electrical workers unions met in separate sessions here today to mull over how much of a pay raise they'll demand from industry.

Philip Murray, president of the C.I.O. and of the steelworkers, said each of the 40 C.I.O. international unions would make its own decisions as to the amount. The C.I.O. has 6 million members.

Each union will set its own "floor" and "ceiling," and the pay raise demanded will be developed largely through collective bargaining, he emphasized.

Murray said the much discussed Nathan report ("corporate business can raise pay 25 per cent without raising prices") provides "certain definite guide posts for negotiations."

The report was made recently for the C.I.O. by Robert R. Nathan Associates, Inc., economists at Washington. Murray said it was based on data of the Treasury and Commerce departments, bureau of labor statistics and other governmental agencies. . . .

—Chicago Daily News

By Justin McCarthy

The Congress of Industrial Organizations' third largest union, the United Electrical, Radio and Machine Workers, starts its 11th international convention in Milwaukee tomorrow with the prospects of knock-down and drag-out battles on two major issues.

Of greatest importance to the 500,000 men and women represented by U.E., as the union is commonly nicknamed, is the question of further wage-increases to compensate for ever-increasing boosts in the cost of living.

Of lesser importance to the workers, but an issue which may cause bitter floor fights, is the question of left wing control in this most left wing of C.I.O. organizations.

C.I.O. policy at the moment is to press for greater control of prices rather than wage increases and even roll-backs on cost-of-living commodities where possible. This is partly due to the fact that the United Steelworkers of America, the C.I.O.'s largest organization, is bound by a wage agreement until next Feb. 15 and can't do anything about further wage increases now even though it would like to. Philip Murray is head of both the C.I.O. and the steelworkers' union. . . . —Chicago Sun

By Justin McCarthy

Attempts to bring more democracy into affairs of the American Federation of Labor's common laborers' union and give rank and filers greater control failed yesterday.

A rebellious minority of the 1,000 delegates attending the union's ninth convention in the Morrison Hotel tried without success to get majority support for resolutions calling for the holding of conventions more often than every five years.

The union has held only two national conventions in 36 years. . . . —Chicago Sun

Policy Statements. Organized labor is a political force. Consequently it is significant news when a large union or prominent labor leaders comment upon some current matter of widespread interest.

By James Free

Washington, Oct. 13.—The Congress of Industrial Organizations charged today that corporation profits—now soaring at "fantastic levels"—prove the C.I.O.'s earlier claims that industry could afford to pay higher wages without passing the cost on to the public in the form of higher prices.

In its latest monthly economic outlook the union asserts:

"Corporate profits during the fourth quarter of 1946, after taxes, will be running

at an annual rate of 25 to 50 per cent above the war years. Total corporate profits for the years 1942-5, after taxes, averaged \$9,500,000,000. The best estimates available indicate profits, after taxes, will be at the fantastic level of almost \$14,000,000,000 by the fourth quarter of 1946." . . .

—Chicago Sun

Members of United Mine Workers Local 959 (Old Ben 8), through the adoption of a resolution in which they condemned the recent action of the city officials who were responsible for the issuance of a permit for the drilling of an oil well at West Eighth and Ida streets, today had pledged themselves to make "every effort to stop in-city drilling in West Frankfort, for the salvation of the property owners, the citizens and the city, itself."

The resolution, signed by James Edwards, president; Eddie Fanko, financial secretary, and William Hutchins, recording secretary, pointed out that all city officials had at one time opposed the drilling and asked "why the change of heart?"

The local union action also recalled that the disapproval of citizens of West Frankfort to in-city drilling was demonstrated when property owners several months ago signed petitions to outlaw a drilling ordinance enacted by the council.

The resolution follows, in part: . . .

—West Frankfort (Ill.) *American*

Management Agreements. In the field of labor, as in all others, it is conflict that attracts attention although, as in other fields such as marital relations and law observance, strife is the exception rather than the rule. Nevertheless, changes in wages and hours and working conditions of thousands of employes affect a whole community.

With increases of \$15,000 in appropriations (\$10,000 from the city and \$5,000 from the county), the Chattanooga Public Library has prepared a schedule of salary increases for its overworked staff.

In an administrative committee report to the board of trustees yesterday, Mrs. Griffin Martin, chairman, said, "The completion of a salary scale and scheme of service by the staff association (members of the library staff) and the adoption of this by the board of trustees is an outstanding accomplishment of the year."

The increases will leave the public library here below other comparable libraries in salaries, but the new scale is expected to help the library fill several vacancies for which competent librarians could not be secured at the salaries previously within the scope of the library budget. . . .

—Chattanooga Times

Higher retail meat prices faced housewives today as butcher shops prepared to hike pay for their workmen \$10 a week.

The agreement providing for the pay increase, which is retroactive to Oct. 1, was accepted last night at a meeting of 4,000 members of the A.F.L. Amalgamated Meat Cutters and Butcher Workmen in Carmen's Hall.

The session was called by Emmet Kelly, international vice-president of the union and secretary-treasurer of the Chicago local. . . .

—Chicago Daily News

A 22-cent-an-hour wage increase for Booster area employes of the Safety Service Oil company, has been agreed upon by the company and the Oil Workers Federation, it was reported yesterday.

Union Demands. When management balks at union demands, a strike is always a potential threat. State and federal conciliators may step in to attempt mediation; one side may offer to arbitrate. In all such cases the reporter should seek the versions of both union and management as to the issues: what the union asks and what management offers. This involves comparing the new conditions sought with existing ones. A resume of the past history of relations between the particular company and the union may suggest the possibility of peaceful settlement in the current situation.

Racine, Wis.—Company and union officials argued over wages Saturday in the third meeting of their renewed bargaining to settle the strike which has idled the J. I. Case Co. since Dec. 26.

Harvey Kitzman, president of Local 180 United Automobile Workers (CIO) said the company had made a wage proposal that "does not look too bad" but the opposing groups were deadlocked on retroactivity of the proposed increase and classification of workers.

The company suggested setting the range of day workers' salaries at \$1 to \$1.55, he said. Present range is 77c to \$1.20. He said the offer was "just a little under" the 30 per cent increase demanded by the union. The firm also has offered an 18c hourly increase for piece workers.

"We might be willing to go along with the company on that basis, but they are refusing to make it retroactive and to give us a voice in the classification of workers," he said.

Company officials were unavailable for comment. . . . —*Milwaukee Journal*

The question of how to solve the labor difficulties which have half-stalled the port of Los Angeles was referred yesterday to the union-employed Pacific Coast Labor Relations Committee.

"Los Angeles port activities are just drying up slowly," said a spokesman for the Pacific Coast Waterfront Employers' Association here. "Only eight ships were being worked this day, and only 40 longshore gangs at work, about half of normal.

"Thirteen ships have sailed out unworked or not completely worked, and the number of diversions to other ports is increasing."

The CIO International Longshoremen's and Warehousemen's Union contends the employers are unnecessarily slow in making retroactive payments. The employers charge the longshoremen with staging a slowdown. . . . —*San Francisco Chronicle*

By Duke Shoop

Washington, May 18.—John L. Lewis' demand that coal operators finance a 7 per cent pay roll welfare fund and that more stringent safety regulations be incorporated in mine contracts remain the stumbling blocks to settlement to the strike.

Since these demands were made by the czar of the miners, attention has been focused on the death and accident record in American coal mines. The miners, operators and United States Bureau of Mines are at variance on their accident and death rate figures, yet all show a sharp decrease in fatalities in recent years.

The Bureau of Mines shows that 17,626 persons have been killed and 855,056

injured in mine accidents in 14 years. Lewis estimates the deaths at 28,000, the injured at 1,004,000 over the same period; the operators put the figures at 14,615 and 655,615 respectively.

To cut down accidents, Lewis asked that Bureau of Mines safety regulations, which are more strict than those of the individual states, be incorporated into the mine contracts. The operators have refused, arguing that mine safety is primarily a state matter and that the federal standards are impractical and would greatly increase the cost of coal.

Critics of Lewis' demands say the bushy-browed mine boss is not sincere in wanting all possible safeguards for the men who work in the most hazardous occupation in our economy. They say that Lewis time and time again has resisted efforts to improve working conditions and safeguards. . . . —Kansas City *Star*

Strikes. Unless it is a "wildcat," a strike is preceded by a strike vote of the membership. Maybe this vote may be taken long in advance of the actual walkout and may consist in authorizing the officers to use their own discretion. In states with "cooling off" periods it may be necessary to file notices of intention of strike weeks or months in advance. One result of such laws may be that a union keeps an industry under almost perpetual notice, as was the case frequently under the wartime Smith-Connally act.

After a strike begins, the reporter describes factually what happens: (1) how many members of what unions walk out, when and where; (2) what is the status of picketing—number engaged, location and activities; (3) police handling of the situation and comment by both union and management on the handling; (4) violence or threats of violence; (5) the effect upon the public because of curtailed production or services; (6) efforts to settle the strike. A fair treatment of labor disputes requires constant contact with both sides and equal space to comments. Also, good reporting consists in frequent reminders as to the issues involved; that is, the union's demands and the company's counter proposals. Too often tempers become so inflamed that by the time a strike ends, nobody remembers what it was all about in the first place. The newspaper which never forgets that nobody, including the participants, really wants a strike, contributes toward peaceful settlement by not contributing to the incipient ill will.

STRIKE VOTE

No Chicago Motor Coach company busses will run today, union employees voted at 1:30 a.m. today. Nine hundred union members at a meeting voted to continue in "continuous session" to effect a work stoppage.

The vote was 653 to 13 to refuse to operate busses with several hundred more ballots still to be counted.

The refusal to operate the busses will deprive 300,000 coach riders of their usual transportation.

Advance Notice Missing

Although union officials had not given the 30-day advance strike notice required by the law, members of Division 1381 of the Amalgamated Association of Street, Electric & Motor Coach Employees (A.F. of L.) voted to remain in continuous session at a meeting called last night.

This would mean that the 650 drivers and approximately 350 other employees of the company would not report for work today.

Almost the entire membership of the local was at the meeting which was still in session at 1:30 a.m. today, at the Ashland Boulevard Auditorium, Ashland blvd. and Van Buren st.

—Chicago Sun

STRIKE NOTICE

The Communications Equipment Workers Union said today it had served notice of intentions to call a strike of its 25,000 members at the Western Electric Co. Hawthorne plant.

Bernard Doyle, president of the union, said that the action "follows a breakdown of negotiations." Company officials, however, said they expect negotiations to continue.

Doyle said a strike will be called after the legally required one-month wait.

The union, an affiliate of the National Committee of Communications Equipment Workers, seeks a 25-cent-an-hour wage increase.

A contract covering the 25,000 workers originally expired last Nov. 31 and was extended to March 31, 1947. Negotiations for a new contract have been going on for the last month.

Doyle said that company officials "have made no move to meet our wage demands."

The only offer, he added, was a tentative one for a small raise for lower-bracket workers. . . .

—Chicago Daily News

STRIKE TECHNIQUES

The United States Tobacco Company plant at 4325 W. 5th avenue, was being subjected yesterday to what the United Automobile Workers (A.F. of L.) refers to as a "new strike technique."

There were several other confusing aspects to the "strike." Apparently there is no particular reason why an auto workers' union represents tobacco company employes except that the local involved, Amalgamated Local 286, is inclined to organize anyone it can sign up.

400 Workers Quit Plant

The police labor detail reported simply that the 400 employes at the plant had left their jobs in a dispute over holiday pay.

Ray Duval, personnel manager, agreed that there is a dispute over holiday pay but other than that he wasn't quite sure what is going on.

The union members walked out for a brief period on Friday only to return to their jobs yesterday.

After working for three hours, however, the employes walked out again.

Union Has Name for It

The union calls this the "sporadic-short-strike" technique and says that it was tried out successfully in Wisconsin in a dispute between Local 232 and the Briggs & Stratton Corp. of Milwaukee.

In that case, there was a dispute over a new contract. From Nov. 6, 1945 to Aug. 30, 1946, when a settlement was reached, approximately 45 "sporadic work stoppages" occurred. Each stoppage lasted only a few hours to a maximum of two days.

Called Economic Weapon

Anthony Davis, international secretary-treasurer of the union, says the technique "has placed in the hands of American labor an economic weapon through which it may continue to bring pressure upon a recalcitrant employer and at the same time avoid the disastrous effects, and in many instances, tremendous loss in wages that accrue to employes as a result of engaging in a full-term strike." —Chicago *Sun*

PUBLIC EFFECT

Niagara Falls, N. Y., July 11.—(AP)—Garbage collection was at a near standstill today as 600 city employes continued for the second day their walkout in a wage dispute which has won support of this city's CIO and AFL groups. . . .

—Chicago *Tribune*

An "outlaw" walkout of 3,000 longshoremen virtually paralyzed the Manhattan and Jersey City waterfronts yesterday and stopped the loading for 43 vessels.

The War Shipping Administration's headquarters here reported twenty-six piers, six of which were in Jersey City, as affected. Customs officials estimated thirty-one and the American Merchant Marine Institute, thirty-four.

The trouble started on Monday when 2,000 members of the International Longshoremen's association, AFL, refused to work on the ground that one-week vacations, previously agreed to in arbitration, were not granted. Shipping circles called the walkout an intra-union fight and a new revolt against the ILA leadership.

J. V. Lyon, chairman of the New York Shipping Association, said he had received no official explanation of the strike. He disavowed any intention of depriving the men of vacation pay, saying details of such payment are being worked out now. Later it was learned that only 3,100 of an estimated 25,000 eligible men had applied for the vacation pay. One hundred and twenty different stevedoring companies serve this port, Mr. Lyon pointed out, adding that one man, over the space of a year might work for any number of these in accumulating the necessary 1,350 hours to be eligible for vacation, and it takes considerable time to compile this information.

Joseph P. Ryan, ILA president, now attending the American Federation of Labor Conference at Rochester, N. Y., issued a statement yesterday afternoon condemning the walkout. He said the union "disavows the move and tells workers to stay on the job." Unauthorized persons representing themselves as union leaders called at piers and told the men to quit work, he declared. . . .

—New York *Times*

If the nationwide telephone strike begins as scheduled at 6 a.m. today, here's how the Chicago and Illinois telephone subscriber will be affected:

1. Service on Chicago local calls, either dial or manual operation, will probably continue as usual. The 8,400 local operators in Chicago belong to a nonstriking union.

2. Long distance and suburban toll calls will be limited to emergency use only. Long-distance and toll operators are members of the striking union, but emergency calls can be handled by the supervisory employees of the telephone company.

3. Local service outside Chicago will be normal in those Illinois cities which have dial phones, such as Aurora, Joliet, Evanston, Zion, Alton, Peoria, Champaign, Urbana, Decatur and Springfield.

4. Local service outside Chicago will be limited to emergency use only in Illinois cities which have manual telephones.

5. Branch telephone offices will be open, but only partly manned, for visitors who want to order a phone installed, make a complaint, pay a bill or transact other business with the company.

The Illinois Bell Telephone Co. yesterday advised that no long distance or toll call be attempted unless the emergency is acute. But if you need a doctor or wish to report a death in the family to kin in another city, here's what to do:

Pick up the phone and wait. If a local operator answers, ask for long distance or your toll number.

The operator will tell you what to do next. If instead of the local operator you hear a recorded message that a telephone strike is in progress, flash your receiver slowly until an emergency operator answers your signal.

Be prepared to describe briefly and clearly the emergency that necessitates your call.

The strike has been called on a national basis by the National Federation of Telephone Workers. There are seven unions of Illinois Bell Telephone Co. employees, of which three are affiliated with the N.F.T.W. . . .

—Chicago Sun

STRIKE VIOLENCE

Thirty minutes of amphibious warfare at the strike-bound plant of the Phelps Dodge Copper Products Corporation, in Elizabeth, N.J., ended yesterday morning with one union leader shot in the thigh and eight other strikers and non-strikers injured so severely as to require hospital treatment.

Blackjacks made of lead pipe with leather thongs and sling-shots firing marble-sized ball bearings, as well as stones, iron bolts and fists, were used in the engagement in which at least twenty persons were hurt, according to the police.

More trouble was expected this afternoon when thousands of members of the United Electrical, Radio and Machine Workers, CIO, employed in other New Jersey manufacturing plants are scheduled to stop work and take part in a mass demonstration outside the Phelps Dodge plant.

What started yesterday's clash was still a matter of dispute last night. Leaders of the strike, which will go into its eighth month Sunday, maintained that the fight began when company guards and "strikebreakers" hurled stones and pieces of metal at three picket boats floating about twenty yards off shore. When the men in the boats retrieved some of the stones and threw them back, seven or eight shots were fired by those on shore, one of which wounded a member of the strike committee, according to the union version. The three boats then pulled into the company dock, the union asserted, and the seventy-five sea-going pickets swarmed ashore to disarm their assailants."

The company's version was entirely different. It said no shots had been fired and the water-borne onslaught was "a deliberate premeditated invasion by the strikers and

their accomplices for the purpose of doing injury to our employes and damage to our property." The company characterized the attack as "the latest and most atrocious of a series of violent violations of the law that have been staged by the strike leaders with growing defiance and apparent impunity ever since they were first permitted by law-enforcement authorities to ignore an order of a New Jersey state court against illegal picketing."

The official police account began with the arrival of the three picket boats at the company dock shortly after 10 A.M. According to the police, the seventy-five unionists rushed into a shed on the dock and into the rolling mill and a warehouse nearby. Inside the shed they found about twenty nonstrikers eating breakfast or still asleep. A hand-to-hand fight developed and was soon raging all through the plant area near the dock.

Stones and other missiles were brought into play as company guards and the police rushed to the scene. . . .
—New York Times.

SETTLEMENT

A formal settlement of the ten-day-old labor dispute, involving the relationship of R. H. Macy & Co. with its former delivery help, was announced yesterday by store and union representatives, with regular business activities scheduled for tomorrow morning at the Macy store in Herald Square.

A single complication remained concerning the status of Leonard Geiger, business agent of the defunct Local 1 of the Retail, Wholesale and Department Store Clerks, CIO, who is to become a paid official of Local 804 of the Brotherhood of Teamsters, AFL, but this, it was said, would undoubtedly be straightened out before tomorrow morning.

Otherwise the principals involved in the complicated dispute agreed in formal written statements issued during the day that all problems concerning the status of the former Macy delivery help and the other Macy employes had been settled to the satisfaction of all concerned. . . .
—New York Times

Situation Stories. Even though no strike threatens, the "labor angle" of a major public concern may be investigated for an interpretative roundup article.

Workmen and craftsmen in the building trades aren't turning out the full day's work they did before the war. This was the opinion expressed yesterday by several Louisville contractors. The alleged slowdown was credited with delaying construction by 25 per cent.

The Building Trades Council and several unions affected categorically denied that there has been a slowdown, planned or otherwise. They denied that there was a limit placed on the amount of production a day per man, and said that every man—with some exceptions, naturally—was putting out the best day's work he was capable of doing.

Bricklayers Are Target

Bricklayers seemed to bear the brunt of the criticism leveled by the contractors.

"In 1941 a bricklayer usually laid 1,000 bricks a day on a straight wall—and now we feel fortunate if he lays 500 a day," said a spokesman for the Platoff Con-

struction Company. "We certainly aren't getting full production all along the line. Everyone is taking the attitude that he is being mistreated. Bricklayers for a time got \$2 an hour, but when OPA came back with the Wage Adjustment Board the wages were put back to \$1.80. This causes some ill feeling."

Denies "Average" Possible

There is no such thing as an average day's work as such, said John Hoertz, business agent for the Bricklayers Union Local No. 1. It all depends on conditions on the job, he said, adding, "A beam or frame may be in his way, slowing down production. It takes four years to make a good bricklayer." . . .

"Don't Know the Answer"

Samuel Plato, contractor, estimated "We are getting half the production we used to get." He said that even with the shortage of materials and general confusion, production could be increased 25 per cent if everybody was doing a full day's work. . . .

—Louisville *Courier-Journal*

Features. Unions and labor leaders lend themselves to feature treatment, and the public interest is served by informative, sometimes historical, descriptions.

By Spencer R. McCulloch

Detroit, July 1.—Walter P. Reuther, militant president of the United Auto Workers, one of the biggest unions in the world, has met defeat in his own home.

The 38-year-old red-headed sparkplug of the union, a hardboiled negotiator who never cries quits even in political battles within the union, capitulates within the walls of a white cottage on the sprawling outskirts of this polygot city.

His conquerer is a mite. She's less than four years old. But she's the world to her daddy. Even her mother, who married Reuther partly because of a community of interest in the labor movement, told the writer that her husband's soft spot was revealed when he looked at his daughter.

"When he looks at Linda," Mrs. Reuther said, "his heart is in his eyes."

Linda is a wide-eyed, squirmingly alert bundle of energy. She is more than a match for her dynamic father. When he comes home he can't resist her. He takes her up "pick a back." She sings and dances. He listens adoringly, taps tunes vaguely from memories of a boyhood that had no time for dancing lessons.

Out in the backyard there's a little vegetable garden, planted by Walter at Linda's insistence. In her gay nursery there's a bed and shelves fashioned at night by her father's skillful hands during the brief periods snatched from union activities.

Just now Linda's determined to get "a real live kitty and a real live doggy." Her father promised to bring them to her from the recent convention of the union at Atlantic City but he had to fall back on a dress and a bubble bath.

Linda, however, is deprived of the biggest gift of all—her father's time. That is the biggest domestic problem facing the wife of the union leader.

"It's a real problem to know what to do about Linda's environment," Mrs. Reuther said, "and it isn't easy to have her come in from playing with other children and ask, 'Why doesn't my Daddy come home like other daddies do?' The same thing goes on at the dinner table, when Walter doesn't show up."

Mrs. Reuther, petite, auburn haired, with a flair for style, said that her husband

is always hoping to relax his schedule "six months from now" but each time something comes up to rob him of a rest. He literally lives with the union, brings its problems home with him, spends two-thirds of his time traveling and most of the time when he's in the city at his office or at union meetings.

"I think he goes at it a little too hard," Mrs. Reuther said, "for a human being can do just so much. I don't begrudge the time and energy that he gives to the labor movement but it seems to me that he is always in there pitching."

Mrs. Reuther, who is three years younger than her husband, is an understanding wife. Their courtship took place largely at union gatherings and she served for a time as his secretary back in the days when he was president of a big West Side local here. She's been his partner, since the sit-down days of 1936, through his meteoric rise to the presidency of the union. . . . —St. Louis *Post-Dispatch*

By Chester Potter

Pittsburgh.—Back in 1919, Uncle Sam was all set to put John L. Lewis in jail for contempt of court. Lewis, then acting president of the United Mine Workers, had called the country's 400,000 soft coal miners out on strike November 1.

The day before, the federal court at Indianapolis had issued an order restraining the miners from leaving the pits—and when they disregarded that order, cell bars loomed for the fighting leader. The miners had demanded a raise—a big raise—after watching prices rise until they seemed all out of reason. Those prices would be a delight for the housewife of today—veal roast 18 cents a pound, chops 25 and all kinds of steak, 30. In fact, today's housewife would be glad even for the chance to buy meat.

During World War I and since the armistice the miners' pay had been stationary; the term "frozen" hadn't been thought of. But while the war still was on officially, the miners figured the fight had stopped and it was about time the operators changed something on the pay envelopes besides the date. They asked for 60 cents per day increase, the end of the 8-hour day and a 30-hour work-week the year round.

Not a Phrasemaker Then

Lewis was only the acting president of the miners then, due to the illness of Frank J. Hayes, the president. He wasn't the phrasemaker he is today; he didn't have the Shakespearean and Biblical quotes at tongue-tip—but he talked a language the miners liked and the operators understood.

The operators were tough babies, too. They relied on the fact that officially the war wasn't over yet and the miners weren't entitled to a raise as the contract didn't expire until the "end of the war."

So, on November 1, in two 8-column headlines in "end-of-the-world-type," the Pittsburgh Press printed:

Say 400,000 Miners

Answer Strike Call

Headlines of April 1, 1946

Let's jump to April 1, 1946, for a headline on another coal strike, also led by John L. Lewis. An 8-column line in somewhat smaller type, read:

400,000 Leave Mines in Strike

What happened in 1919 when the miners left the pits? Why, the same thing which happened in April and is happening in May of 1946—the government tried to do

something. But the government had no more success in getting the miners back to work than it has to date in the present dispute.

The government, however, did take action which threatened Mr. Lewis with a jail term for contempt of a federal court. Yes, in 1919, the federal government was in a position to put Mr. Lewis in the jailhouse if he didn't call off the strike. Under the Lever act the federal government had taken control of the railroads for the duration of the war. It was an offense to do anything which interfered with government operation of the railroads—and you have to have coal to run 'em.

So the U. S. Department of Justice sent C. B. Ames, a former judge, to Indianapolis, where the U.M.W. then had its headquarters. He went before Judge A. B. Anderson in federal court and got an order restraining the miners from striking.

Mr. Lewis Said Nothing

The next day the miners went out.

Mr. Lewis said nothing. . . .

—*Kansas City Star*

THE CLASH OF ECONOMIC IDEOLOGIES

Whereas the history textbooks which the present generation of adults studied in high schools were mostly chronologies of wars and political dynasties, those written today are largely economic interpretations of past events. Possibly economic factors are being overemphasized, which certainly was true formerly of political factors, as it is the interplay of a wide variety of influences which determines history. Nevertheless, it is indisputable that Russian communism and Italian and German fascism differ greatly from American capitalism.

It is not remarkable that the average American has difficulty in distinguishing between the superficial and fundamental in these foreign experiments in government and in properly identifying native theories and movements in relation to basic ideologies. Voting is largely a matter of selfish interest rather than of loyalty to principle; until the historians a generation later get around to explaining the theories of a statesman his own followers may lack understanding of what his words actually mean. Much if not most of the criticism, favorable and adverse, of governmental action is based on comparatively superficial understanding of its meaning. The basic or broader aspects are "over the heads" of the average voter.

The American newspaper could make a great social contribution by sedulously avoiding "pinning labels" indiscriminately and by interpreting expertly contemporary trends in American economic life. The following are worth-while attempts to make more intelligible important phases of the gigantic problem:

Consumer cooperation, characterized by many as democracy's middle road, was a philosophy in the United States long before it began to be translated into a system

of economics. It was inherent in the Finn and the Swede of the northwest, who worked the lumber mills but found that existence a bare one unless cooperation could be used to bring benefits which could not be attained by individual effort.

Cooperation to them represented a debt to society and they sought to meet this obligation by practicing mutual assistance. Thus constituted, it was only a question of time before these people were to apply this line of reasoning to the economic side of their lives.

Oddly enough, consumer co-ops were spawned in this country by a group of Superior, Wis., store owners who found the going a bit rough in 1918. They pooled their limited resources and formed the Central Cooperative wholesale. Refused credit by the largest wholesaler in the town, the organization bided its time, and in 1934, at a bankruptcy sale, acquired the \$100,000 plant of this wholesaler. Today that plant is the core of a co-op network stretching over three states.

First Gas Co-op Started

The nation's first co-op gas station was founded 15 years ago in Cottonwood, Minn.

Whenever a group of co-op partisans get together to sell someone on the idea of consumer cooperation it is a 2 to 1 bet that the Rochdale principles will be enunciated. These principles, amazingly enough, are a heritage of the world's first co-op which was started in 1844 by a group of textile workers in the town of Rochdale, England.

There are four planks in the Rochdale system. They are: 1. Democratic control, under which each member has one vote irrespective of the number of shares owned. 2. Membership is open to all. 3. Interest is limited on the capital invested. 4. Savings returns, or patronage dividends, are given to shareholders.

Local Societies Nucleus

Nine times out of ten consumer co-ops are instituted with the formation of a local society. At a later date when other societies have been created they are welded into a federation.

In the United States consumer co-ops have limited their interest to wholesale and retail distribution, whereas in England such units have constructed factories with which to supply materials for their retail outlets.

In essence, a consumer co-op, to all intents and purposes, is a holding company turned upside down. In the latter instance the top company exerts control over all the companies below it. In the case of the co-ops the reverse is true.

—New York *World-Telegram*

There has been a lot written and a lot said about the Tennessee Valley authority, but there still are hundreds of thousands of persons who aren't quite sure what it's all about.

The answer, really, is quite simple.

It's like bringing a badly mashed up factory worker into the operating room of a hospital. The surgeon grasps his scalpels and forceps with the intention of "repairing" the injured man.

That's just what the T. V. A. is trying to do for the Tennessee valley—"repair" it.

The damage was done by soil erosion, which sounds not too deadly, but which spells ruin for any tract of land on which it gets a foothold.

Top Soil Washed Away

An explanation of soil erosion also is simple. The top soil, in which crops and trees and shrubs grow, is washed away by floods. Soon all the top soil is carried away and nothing remains but the unproductive under soil.

Thus the area soon becomes a desert.

When early explorers visited the south, they recorded in their annals words of praise for the clear streams and rivers that were in that part of the country. But today all the rivers are muddy.

That means good top soil, that should be productive, is being carried out to sea, an absolute waste. The whole of the Tennessee valley is pockmarked with gulleys, cuts through which rains carry the soil.

Repetition of Crops

Another sin has been planting the same crops, year after year, crops without deep roots and which have allowed the rain to do its will with the top soil.

Because so much of the area is barren, thousands and thousands of families have been forced to desert their unproductive farms. Those who live there have all they can do to raise a meager crop of vegetables.

The T. V. A. is trying to do a surgeon's duty to that whole area.

—Philadelphia Record

By James Peneff

The "Toledo plan" for settlement of labor disputes, proposed to the city council's labor committee by Ald. John J. Grealis (44th), has a good performance record.

The Toledo Labor-Management Citizens committee has been instrumental for more than a year in settling actual and potential strikes. Since its inception in July, 1945, the tri-partite committee has devoted its efforts toward a two-fold program.

Volunteer members have discussed and worked toward diverting and settling labor disputes and toward a long-range educational program to promote a better understanding between labor and management.

The committee of 18 comprises six top-ranking members each from labor, management and the public.

During the four-month period ended Oct. 15 this year, the Toledo LMC handled 34 cases. Man-day losses in 1946 were estimated at one-half of those reported in 1945. Six strikes were settled without LMC assistance, nine with LMC aid, and eight strikes were averted during the period from June to October.

Six principles form the creed on which the committee operates:

1. Management acknowledges the right of employes to form and join labor organizations without interference or coercion from any source and to bargain collectively through their bargaining agents.
2. Labor recognizes the inherent right of management to direct the operations of the enterprise. In exercise of these rights, management recognizes its duty to demonstrate the type of leadership and responsibility it expects of the representatives of labor in keeping with the trust reposed in them.
3. Neither labor nor management should discriminate against any employe because of race, creed or color.
4. Management and labor agree that improvements in productive efficiency and technological advances result in lower costs and selling prices and wider markets

for the product of industry, thereby making possible higher wages, a rising standard of living and increased employment.

5. Both sides believe that disagreements should be minimized by joint discussion and by voluntary utilization of mediation, fact-finding and arbitration facilities of the LMC.

6. An educational program shall be organized as an essential activity of the LMC.

—Chicago *Daily Times*

CHAPTER XXVII

SCIENCE; INVENTION

Newspaper science is made up largely of spread-out and colored statements of noted scientists in which the sensational side is played up to catch the public eye. Often reputed and scientific discoveries or theories are attributed to "famous scientists" whom nobody has ever heard of.

—David Starr Jordan, late chancellor-emeritus, Leland Stanford university

The medical profession cannot help wondering what kind of jackasses are running the newspapers when they print a story from Shanghai about some new cure that has been in practice in New York for 50 years. The newspaperman can see through the politician, but he is gullible when it comes to a medical quack.

—Dr. L. R. Williams, director,
New York Academy of Medicine

We see in the public interest in science a most interesting change. . . . Heretofore the public interest in science has been very largely centered on those forms that promised a more or less immediate return in dollars or materialistic comforts. But the purely materialistic view of science is now giving way to a wholly different view. We are now beginning to assume the philosophical attitude toward science.

—Dr. Austin H. Clark, Smithsonian Institution

The newspaper is the greatest medium for medical education of the public. Practically all of our modes of medical education reach their largest audiences through the press. . . . It is a question whether the newspaper is playing fair with its readers in issuing feature stories (relating to medical news) without determining first whether such stories emanate from writers of known honesty or from publicity agents.

—Dr. Morris Fishbein, editor.

American Medical Association Journal

In the spirit of science lies the only hope of mankind, for the scientist is not afraid of truth, knowing there is no monopoly upon it. He is concerned for mankind's future. . . .

It is the science reporter's task to translate the language of science for comprehension by the layman. Not only must he tell what science is doing but he must also explain the significance and effect of scientific advancement and progress. . . .

Until very recently, science has been treated as either too complicated or funny to secure reader interest, with the editor usually assigning the staff humorist to cover scientific conventions.

—David Dietz, Scripps-Howard science editor

CHAPTER OUTLINE

- I. The Newspaper's Responsibility
 - 1. Don'ts for Writers
 - 2. Hints for Editors
- II. Reaching the Reader
 - 1. Elements of Interest
 - 2. Humanizing the Copy
 - 3. Science Columns

EVEN BEFORE THE ATOM bomb and radar, newspapers had awakened to their social responsibility as regards science. The remarkable improvement, in completeness of coverage, in accuracy and clarity of writing and in general social purpose followed years of misunderstanding and consequent inadequate cooperation between scientific writers and scientists. Out of the name-calling came a mutual decision to "get together" in a common program to protect the public against false science and to assist it in obtaining the maximum benefit from what the experimental laboratories and the scholars' studies are revealing daily, almost hourly.

The change in emphasis from the spectacular in science to the practical was inevitable in an age in which the average man tinkers with his radio, automobile and household electrical equipment, takes motion pictures, dreams of owning his own airplane and uses scientific language unknown to his grandfathers.

By assigning to scientific news men with sufficient training to talk the language of those whom they must interview, newspapers have broken down much of the reluctance of inventors, medical men and theoretical scientists to give information to the press. Whatever hesitancy to cooperate remains results from several factors: fear of being considered a publicity seeker, fear of revealing the nature of an experiment before absolute proof has been obtained, a feeling that one's fellow scientists deserve to hear of a new scientific fact or theory for the first time at a learned gathering, fear of being misquoted, doubt of the reporter's ability to translate a technical matter into popular terms, fear that improper emphasis will be given to sensational, unimportant aspects of a news item.

On the other hand, partly through the pressure of well-intentioned journalists, many leading scientists have come to realize the value to them of sharing their findings with the public, of their social obligation to do so and of the sincerity of a vast majority of present day newspapermen in attempting to do a completely honest and creditable job. Scientists and writers cooperate to combat "quacks."

Evidence of the improvement in the relations between scientists and scientific writers is seen in the following extract from an address on

"Science and the Press" by Watson Davis, director of Science Service, before the Georgia Press institute:

Today the press takes science seriously and scientists appreciate and cooperate with the press. These essentially changed attitudes on the part of the press and the world of science are among the most encouraging signs of our times.

The newspapers of our nation can have authoritative and readable accounts of the progress of science delivered to them daily by wire and mail. And editors now realize that there is a real and fundamental circulation-building interest in science among their readers.

No longer is the police or politics or general assignment reporter expected to double in the role of an interpreter of science. Science is a special and respected assignment even on newspapers of moderate size. Science editors of individual newspapers are not uncommon today.

The press associations and the feature syndicates have found science a field worthy of their cultivation. Every large science meeting has a gallery of science writers who follow the circuit of science meetings as faithfully and as expertly as the sports writers follow baseball and football teams.

These science writers are translators as well as reporters. Unlike the sports writers who frequently write in a language that is difficult of comprehension by the person who does not read the sports pages regularly, these science writers must write so that the rank and file of the newspaper readers understand and appreciate the achievements of science.

The three leading press associations and most large newspapers today have science editors. Several of them were among the few who knew the real nature of the "Manhattan Project" before the atom bomb tests in New Mexico. Not only did they keep the great confidence placed in them, but they also produced an amazing amount of brilliant writing which made it possible for the ordinary newspaper reader to understand fission, isotopes, electrons, plutonium and many other terms which he considered recondite or boresome when encountered in classes at school. The newspaper handling given atomic energy, radar and other recent scientific topics makes it difficult to recall that newspapers of the past virtually ignored Robert Fulton, Samuel F. B. Morse, Charles Darwin and the Wright brothers.

THE NEWSPAPER'S RESPONSIBILITY

In the stories of sufferers from virulent diseases who have been given pathetic false hope because of premature announcements of new cures, of lives and fortunes which have been lost because of misplaced confidence in inventions and of persecution and injustice resulting from unscientific superstition, are implied the social responsibility of the newspaper as regards scientific news. Likewise, for that matter, is implied the duty that

the reputable scientist has not only to maintain proper caution himself but to discipline his fellows as well.

The rise of science, since primitive man thought the sun was alive, moving across the sky each day, and attempted to cajole the unseen forces to his own gain, has been one of overcoming the obstacles which ignorance and tradition have put in the way of knowledge. The present, however, truly is a scientific age and a major theory or discovery in any branch of science may have tremendous effect upon man's way of living and his manner of thinking.

Don'ts for Writers. To the late Dr. Edwin E. Slosson, first director of Science Service, a news agency dealing only in scientific news, goes much of the credit for having made American newspapers scientific-minded. The following are extracts from a list of "Don'ts for Would-Be Writers of Scientific Articles for the Public Press" compiled by Dr. Slosson. They emphasize the newspaper's responsibility.

Don't overestimate the reader's knowledge and don't underestimate the reader's intelligence. He may not know as much as you about this particular thing—let's hope not anyway—but otherwise he may be as bright as you are—let's hope so anyway.

Don't try to tell all you know in 500 words. Leave some over for another time. The clean plate rule does not apply here.

Don't think that because a thing is old to you it is known to the public. Many of your readers are still living in the 19th century; some of them in the 18th. Anything new to your readers is "news" to them if hung on a timely peg.

Don't leave out the human interest. Your reader is a human being even if you are only a scientist.

Don't forget that your reader is interrupting you every ten lines to ask, "Why?" "What for?" or "Well, what of it?" and if you don't answer his tacit questions he will soon stop reading. . . .

Don't say "this discovery is interesting" unless you can prove that it is, and if you can't prove it, you don't have to say it. . . .

Don't define a hard word by a harder word. Vladivostok is a hard word, but when a press correspondent arrives at Vladivostok he goes right on inland without stopping to explain that "this is a city south of Khabarovsk and east of Tsitsikhar." So, if you want to say "calorie," say it, but don't make it worse by "explaining" it as "the quantity of heat necessary to effect a rise of temperature of one degree Centigrade of a cube of water each dimension of which is one tenth part of the length of a bar of platinum and iridium alloy lying in the observatory of St. Cloud." If you think you must define the calorie say casually something like this, that 100 calories of energy can be derived from three cubes of sugar or from a small pat of butter, or explain that a man needs to expend a hundred calories an hour to keep his body running, and 160 calories if he is working hard.

Don't think you must leave out all the technical terms. Use them whenever necessary without apology, and if possible without formal definition. People are not so easily scared by strange words as you may think. They rather like 'em. . . .

When the Great war broke out everybody had to learn a new language for which there was no dictionary. But the war correspondent wrote without hesitation: "At zero hour the barrage was raised and the poilu and the doughboy sprang over the top, sticking their bayonets into the boche." And the man in the street read it without batting an eye, although the sentence contained a half dozen words not to be found in his vocabulary before. But if this sentence were being written by one of our conscientious scientists he would word it in this fashion:

"At zero hour—to use the military term for the time set for the beginning of an offensive—the barrage—that is to say the line on which the artillery fire is directed—was raised and the poilu—this is a French slang term for soldier, meaning 'hairy' and corresponding to our 'rough-neck'—and the doughboy, this is an American slang term for infantryman derived from the round buttons worn in the Civil war or the 'dobe' huts inhabited in the Mexican war or the pipe-clayed belts of the Revolutionary war or because the secretary of war was named Baker—sprang over the top—that is to say surmounted the parapet of the entrenchments—sticking their bayonets—a weapon invented at Bayonne, France, in 1650—into the boche—a contemptuous term referring to the Germans, probably an abbreviation of *caboche* or *blockhead* originally applied to Alsatians."

Hints for Editors. Watson Davis, successor to Dr. Slosson, has compiled a list of "Stories to Be Careful Of." It follows, together with Dr. Davis' introductory paragraph:

Stories on this list should, in general, *not* be used, at least until they are thoroughly checked and investigated by several competent specialists in the subject. These are not forbidden stories for some of the impossible things of today may become possible tomorrow, but scientific discoveries rarely come nowadays from accident or inspiration. They are usually the result of systematic research of many investigators.

General

Any "secret" scientific or technical process
Any process or preparation, where the essential element is not disclosed, bearing a coined name
Announcement of the sudden achievement of "what scientists have long sought for in vain," and rediscoveries of "lost arts"
Complaints of "a conspiracy of silence" against the inventor or other evidence of a persecution complex
Sweeping claims of any sort

"Supernatural" Stuff

Telepathy and mind reading

Spirit manifestations of any sort
Long range weather forecasts in general
Long range weather forecasts based on animal habits
Astrologists and horoscopes
End of the world predictions for the near future
Evil or beneficial influence of the number 13
Evil or beneficial influence of the number 7
Evil or beneficial influence of any number
Stars affecting human events or destinies
Phrenology
Numerology
Predictions based on lines of hand, shape of nose or bumps on head

"Supernatural" Stuff

Intelligence or character reading based
on size and shape of features, hand-
writing or hands

Charms, amulets, lucky coins and other
such survivals of savagery

Rediscoveries of lost prophetic books

Animals that "think," "read minds," etc.

Medical

Universal germ killers

Any absolute cure of any disease

Unauthenticated treatments of cancer,
tuberculosis, colds and such diseases

Cancer "cures"

Cures of deafness, blindness or baldness

Doctors who advertise

Cures for "male and female weakness"

Drugs for curing obesity and under-
weight

Rejuvenation

Electrical treatments for serious disor-
ders

Electric belts

Electronic treatments by the Abrams or
other such methods

Spinal adjustments

Whiskey as an antidote for snake bite

Mad stones for snake bite

"Marking" of children by experiences of
mother before birth

Determining or controlling sex before
birth

Mineral waters as cures for disease

Cure of rabies by a stone or by shooting
the dog

Physics and Mechanics

Perpetual motion

Machines that produce more energy than
they use

Fuelless motors

Chemicals that greatly increase gasoline
mileage

Fluids that recharge storage batteries

Methods of burning water or ashes

Chemicals that make coal burn hotter

Rediscovery of supposed lost arts, such
as hardening of copper

Death rays

Engine stopping rays

Divining rods

Intuitive methods of discovering water,
oil and minerals

Transmutation of metals

Animal and Plant World

Creation of life

Spontaneous generation of life

Sea serpents

Seeds that grow after more than 300
years, especially that old chestnut
about wheat in mummy cases

Superhuman intelligence in animals

Prehistoric and gigantic animals living
today

Gigantic snakes in temperate zones

"Hearts," "nerves" or other animal-like
organs in plants

Record-breaking new species of rubber
plants

Inheritance of acquired characters

Absolute proof or disproof of evolution

Hybrids between unlike plants or ani-
mals: e.g., goat and pig, or carrot and
beet

Toads or frogs enclosed for many years
in stones or rocks

Living "Missing Links"

Man-eating trees

Miscellaneous

Discovery of prehistoric men of gigantic
or dwarfed size

Ozone in sea-side, mountain or prairie
air; radium water

Messages from or to Mars or other plan-
ets; inhabitants of other planets

"Moron" as synonym for "sex offender"

People living to extreme ages, as 115 or
120 years

Skeletons or mummies of "giants" (more
than 7 feet tall)

"Squaring" the circle; trisecting the
angle

Miscellaneous

	Discovery and interpretation of ciphers in old books or manuscripts
Moon's influence on weather, crops or people	Lost continents, such as Atlantis and Mu
Influence of sunspots on animal propagation, death rate, etc.	Equinoctial storms
Children "brighter than Einstein"	Earthquakes are necessarily accompanied by volcanic eruptions
Discovery of the secret of the pyramids, sphinx or other ancient monuments	Moundbuilders as a "mysterious lost race" (they were just plain Indians)

REACHING THE READER

With both scientist and reporter realizing the necessity of "writing down" so that scientific news will be effective, and realizing also that, although familiar to a scholar, some item of scientific interest may seem new and even startling to most average readers, the first problem of scientific news writing concerns the elements of reader interest involved.

Elements of Interest. An item of scientific news seldom appeals to the non-scientific reader because it happens to relate to geology, astronomy or psychiatry but because of its emotional value to him as an individual. This value may be: (1) purely personal, to the extent that the revelations of the laboratory are utilized to increase human comfort, improve health, extend the life-span, increase productivity and affect ways of thinking; (2) the result of curiosity, either ordinary or scholarly, concerning the nature of the past, of the universe and of man himself; (3) because of an interest in progress and the future, regarding which scientists in all fields issue warnings and make predictions, or (4) romantic, interest in the doctor who risks his life in his experimentations, the explorer who braves danger to become a popular hero, etc.

To elaborate on each of these interests and to classify the news which satisfies each longing:

1. Personal interest

(a) Comfort

- (1) Communication: telephone, telegraph, radio, etc.
- (2) Transportation: automobile, airplane, etc.
- (3) Entertainment: motion pictures, mechanical toys, ferris wheel
- (4) Machine-made products: furniture, homes, etc.
- (5) Power: electricity, water, etc.

(b) Health

- (1) Infant and maternal mortality
- (2) Preventive medicine
- (3) Research into the cause of disease
- (4) Sanitation, smoke control, etc.

- (5) Noise abatement
- (6) Birth control
- (7) Eugenics, sterilization, etc.
- (8) Mental hygiene
- (9) Safety devices in industry
- (10) X-ray, vitamins, violet rays, sun baths, etc.
- (11) Synthetic food and diets
- (12) Difficult operations and cures

(c) Productivity

- (1) Machinery to increase production
- (2) Robots and labor-saving devices
- (3) Scientific agriculture
- (4) Scientific business methods

(d) Ways of thinking

- (1) Darwinism and Mendelism, etc.
- (2) Relativity
- (3) Reconciliation of science and religion
- (4) New metaphysical and philosophical creeds and theories
- (5) Psychoanalysis and psychiatry

2. Curiosity

(a) Nature of the past

- (1) Excavations of evidences of former civilizations
- (2) Fossils and remains of prehistoric animals and men
- (3) Research among primitive tribes of today
- (4) Proof or disproof of biblical stories
- (5) Origin of the white race, American Indian, Negro, etc.

(b) Nature of the universe

- (1) Eclipses, comets, meteors, etc.
- (2) Theories concerning life on Mars, the moon, etc.
- (3) Nature of the atom and electron
- (4) Speed of light, curved space, quanta
- (5) Discovery of new planets, stars, universes
- (6) Discovery of new elements, mutation of elements

(c) Nature of man

- (1) Evidences of evolution
- (2) Search for the "missing link"
- (3) Origin of life and the age of man
- (4) Mental tests, inferiority complexes, etc.
- (5) Glands and personality

3. Progress

(a) Warnings of science

- (1) Race suicide
- (2) Overproduction
- (3) Necessity of birth control
- (4) Susceptibility to disease
- (5) Waste of natural resources
- (6) Ascendancy of insects

- (b) Predictions and theories
 - (1) Elimination of manual labor
 - (2) Improved aviation, television, etc.
 - (3) Exploration of other planets
 - (4) Skyscrapers and city planning
 - (5) Control of the atom's power
 - (6) Control of elements, weather, etc.
 - (7) Scientific criminology and penology
 - (8) Selective breeding
 - (9) Electrogenesis
 - (10) Scientific government
- 4. Romantic
 - (a) Heroism
 - (1) Sacrifices to research
 - (2) Exploration
 - (3) Bravery in adversity, bad health, etc.
 - (4) Struggle to save life
 - (b) Adventure
 - (1) Hardship at the poles, in the jungle, etc.
 - (2) Stratosphere flights
 - (3) Deep sea diving
 - (c) Unusual
 - (1) Theories concerning other worlds
 - (2) New inventions
 - (3) Animal and plant freaks

Humanizing the Copy. A point the scientists have conceded, in the face of evidence, is that dramatizing an item of scientific news does not destroy its educational value. Austin H. Clark, eminent biologist, for instance, once confessed that he would not object to a newspaper article beginning:

Those unfeeling mothers who leave their babies on the doorsteps of prosperous people's houses have their counterparts among the birds, etc.

as a popular translation of a scientific paper in which he might declare:

Most cuckoos, the honey-guides of Africa, the weaver finches, some hang-nests, our cow birds, the rice-grackle, a south American duck, and, according to recent information, one of the paradise birds, lay their eggs in nests of the other birds which hatch these eggs and raise the young.

The following examples illustrate successful attempts to make an incident of importance or interest in some scientific field interesting and vital to lay readers. The classification of types follows that of the preceding outline.

COMFORT

Science confessed itself beaten today by the smell of the onion.

The only way to stop "onion breath," two doctors reported in the *Journal of the American Medical association*, was to quit eating them.

Mouth wash was no help, they said, because the onion eater breathes deeply from the lungs.
—*Chicago Daily News*

By Richard Rendell

The rhythm of the rails is turning into a mother's lullaby. Or so they claim.

This development stood out today after completion of tests of a brand-new rubberized air spring contrived to replace the coiled steel spring in railroad cars. The tests were conducted yesterday by the Firestone Tire and Rubber Co. and the Pullman-Standard Car Manufacturing Co., over tracks of the Chicago South Shore and South Bend from Lake Park, Ind. into Chicago. . . .
—*Chicago Times*

HEALTH

Atlantic City, N. J., June 8.—(AP)—A drug which shoots like a "big Bertha" gun far beyond the range of any chemical previously used in medicine received its first intense inspection today before 10,000 members of the American Medical association.

The drug is a red dye called "sulfanilamide" which was developed in Germany and has received its first trials on human beings in this country only within the last year. Its blasting power for bacteria ranges all the way from those which cause sore throats to a type of pneumonia which is highly fatal and has resisted previous efforts at treatment.

San Francisco, July 4. (INS)—Radar may provide actual vision for some of the world's blind.

This fantastic possibility was held out today by the Navy's surgeon general, Vice Admiral Ross T. McIntyre.

McIntyre told eye specialists attending the American Medical Association Convention in San Francisco that the Navy already is launched upon a year-long project to explore the possibilities of radio eyes for the blind.

The experiments are being conducted at the Bethesda Navy Hospital in Washington, D. C., where technicians are attempting to "tune-in" optic nerves to electronic impulses. . . .
—Fort Wayne (Ind.) *News-Sentinel*

PRODUCTIVITY

Washington, D. C.—(AP)—The army inched back the curtain Thursday on new equipment calculated to be useful defensively in the event of a future war.

1. The air forces disclosed that actual tests have started with a hitherto secret guided missile designed as potential protection against high speed, high flying aircraft.

2. The war department revealed that a new coat of armor for soldiers capable of repelling "missiles up to and including a .45 caliber revolver bullet," would soon get a practical test in South American jungles. . . .
—*Milwaukee Journal*

You can drive a nail into the new type of bubble glass recently described in Europe. Or you can saw or drill it without danger of fracture.

Optical glass makers for centuries have been perfecting methods of glassmaking which leave the material clear and free from gas bubbles. Now it is found that if the bubbles are left in the glass and intentionally increased in number a highly valuable glass brick building material can be obtained that is light in weight and has superior heat-insulating qualities.

—Kansas City *Star*

WAYS OF THINKING

Heredity? Or environment?

Their relative importance in the development of human intelligence and personality has profoundly influenced philosophy and theology. They gave the country school lyceum societies of an earlier day the subject for many a bitter debate.

But science, in the person of three University of Chicago professors, has now applied the laboratory test method to the question—through a study of twins. And science's report is this:

Human intelligence is not fixed by heredity. It may be greatly affected by environment, particularly by education and social position. Personality traits, such as temperamental and emotional attitudes, may be affected even more than is intelligence.

—Chicago *Daily Tribune*

Durham, N. C., July 3.—(AP)—The popular belief that the blind “possess some unusual way of knowing” is found apparently justified in experiments announced today at Duke university.

Blind persons were tested for the first time for “second sight” at Duke. They exceeded the scores made heretofore by those who can see. The tests were calling the faces of unseen cards.

The blind exceeded pure chance by a stupendous mathematical figure. It is 10 to 54th power to one. This means odds of 10, multiplied by itself 53 times, against one. Or 10 followed by 53 zeros against one.

The experiments were reported in the *Journal of Parapsychology*.

Once upon a time, O my best beloved—

There lived in Palestine a barrel-chested, flat-headed Eve.

She was only about 5 feet tall and she hadn't any chin. Her brain capacity was less than modern man's, and her pelvis was so long from back to front that it wasn't humanlike.

But she had a big toe that was human, and she was probably very proud of it.

Eve Lived in a Cave

For that was 100,000 years ago, and she may have been considered beautiful by some Adam.

Now Eve lived in a cave called the Cave of the Oven (which is et-Tabun in the language of that place), as it was told yesterday at the opening session of the International Symposium on Man, being held this week in the Academy of Natural Sciences on the Parkway.

There was an Adam in this story, too, as it was recounted by Theodore D. McCown. McCown, slender, blond and only 29, is assistant to Sir Arthur Keith, 71, conservator of the Museum of the Royal College of Surgeons, England, with whom

he collaborated on the paper. McCown is a native of Illinois and a graduate of the University of California.

Adam a Handsome Lad

Now, the Adam was a handsome figure of a man. He had no means of knowing it, but the finding of his bones pushed man's history back some 75,000 years.

—Philadelphia *Record*

NATURE OF THE UNIVERSE

Washington, D. C.—(AP)—The existence of mysterious atmospheric radiations at high altitudes which affect radio and electrical equipment in aircraft was reported by the army air forces Wednesday.

The effect of the rays was observed during special study of cosmic rays made in a B-29 bomber, the air forces said. . . .

—Milwaukee *Journal*

Kansas City, Mo., April 16.—(UP)—Whether it's life, soap, cellophane or a red traffic light, you have to know colloids to understand it.

For colloids hold the key to what you are, to what you eat, to many things you use and, to an extent yet undetermined, to how you feel.

"All living matter is colloidal," Dr. S. S. Kistler, chairman of the American Chemical society's division of colloid chemistry, said today. "It follows that before science can understand life it first must master the colloids."

NATURE OF MAN

Pittsburgh, May 13.—(AP)—Achilles, a pig at Cornell university, has developed a nervous breakdown, the first ever recorded in a pig.

Achilles broke down, the American Psychiatric association was informed today, because he couldn't make up his mind when placed in a pen scientifically arranged to appear as difficult to Achilles as the world of men's problems appears to human beings at the time they have nervous breakdowns.

Achilles' mind went back on him while considering certain problems of food. An apple was the direct cause of his downfall.

Washington, Nov. 7.—(AP)—The men of H. M. S. Bounty, who mutinied in 1789 and established a colony in 1790 on lonely Pitcairn island in the South Pacific have provided new scientific evidence that close inbreeding does not necessarily cause a decline in physical and mental vigor of offspring.

Dr. Harry L. Shapiro, biologist who made an intensive study of the island and its inhabitants, has completed a book on his findings which tends to disprove the popular idea that cousin marriages are biologically harmful.

SCIENTIFIC WARNINGS

Washington, Jan. 10.—An enormous, accumulated deficiency of production was seen today by the Brookings institution, in its annual report, as a powerful stimulus to further economic recovery and the means of reabsorbing the unemployed, which was set forth as an underlying necessity if standards of living and business are to be improved.

"Emerging labor policies" endanger the recovery process, the institution declared, citing as the most important among these the demand for reduction of working hours, "on the mistaken theory that we can thus raise standards of living."

—New York *Times*

An alien race will supersede the American people in a few generations unless the present trend is reversed, according to Dr. Clarence G. Campbell, president of the Eugenics Research association. He delivered the presidential address at the 21st annual meeting of the association at the American Museum of Natural History yesterday. He said the population of the United States would cease to increase in this generation and then would begin to decline.

—New York Times

PREDICTIONS AND THEORIES

Pittsburgh, Pa., May 7.—(AP)—The telephone of the future, in which people will talk to each other over carrier currents, a method permitting an "unknown indefinite extension" of phone calls, was described today to the scientists gathered here for the dedication of Mellon institute's new building.

HEROISM

Fred B. Snite Jr., a game little guy, came home today.

He's back home after a 10,000 mile journey, replete with every danger, a journey packed with more drama than this city has seen for a long time.

Tough coppers, sophisticated Chicagoans and hard boiled trainmen felt tears well in their eyes as the 26-year-old son of Local Loan company's president came home safely from half way across the world.

Encased in an iron lung, with danger of infection lurking at every turn, with possible recovery seven years away, the kid smiled.

They don't come with more guts.

More than a year ago Fred was stricken with infantile paralysis in Peiping, China, while on a world tour. Since then he would have been unable to live without his iron lung—a device that forces him to breathe.

—Chicago Times

ADVENTURE

Little Rock, Ark., Dec. 2.—(UP)—A package of rare Vincent's serum, needed to save the life of Miss Jaypee Easley, sufferer from streptococci veridans infection, arrived by plane today from Montreal.

Physicians prepared to administer the serum at once, but they feared it was too late.

St. Louis, Mo.—Five furry chinchillas, transported in easy stages from the cold heights of their native Chile, are thriving in a St. Louis garage. Five of them—plus one that has been born since 22-year-old Robert A. Urian Jr. brought them back alive in March after a seven-month hunt. With good luck, he and his partner in the enterprise, 23-year-old Charles Curry Jr., hope to establish a commercial chinchilla farm.

Many previous attempts have been made to bring the little fur-bearing mammals into this country but have rarely succeeded, for they are extremely susceptible to the varying climates through which they must be brought.

—Milwaukee Journal

THE UNUSUAL

Baltimore, Md., Oct. 10.—Eleven-year-old Harold Elliott, Moundsville (W. Va.) school boy, who writes backward, even sees backward in a mirror, spent a full day being interviewed and examined by psychiatric and medical experts at Johns Hopkins hospital and tonight departed for home to try out new suggestions for overcoming his peculiar difficulty.

—St. Louis Post-Dispatch

A new Helen Keller may have been discovered in a totally blind and deaf child, cared for in an Evanston home, who is attracting nation-wide attention in scientific and welfare publications.

If one were to see four-year-old Joan Higgins curled up like a golden ball about a peculiar-looking box called the "phonotactor," feeling eagerly for the rhythmic vibrations of an experimenter's singing voice, he would be amazed at the progress she has made since the days when she was "just a lump in the county hospital."

Blind and deaf, she hugs the phonotactor box to her body and rests her head against it feeling eagerly for the rhythms she now begins to understand after having lived most of her five years in a senseless, soundless void, in which pleasure and pain determined most of her reactions.

"Ah-Ah, Ah-Ah," says the experimenter into his little transmitter. And occasionally Joan, feeling the syllables, repeats after him: "Ah-Ah, Ah-Ah."

—Evanston (Ill.) *News-Index*

Science Columns. Despite the comparatively short period during which newspapers have taken science seriously, already close to a score of newspaper science writers have become recognized as authorities in their own right. They are qualified not only to observe and report accurately and to interpret newsworthy occurrences in their field. They also can review, criticize, predict and editorialize to win the respect of scientists themselves as well as of lay readers. There follow a few illustrative extracts from the writings of some of America's leading science writers:

A lot of prejudices will have to be swept away before the road is cleared for the Century of the Common Man. Race prejudice is one of the most stubborn obstacles along that road. The pity of it that so much of this prejudice is built on gross misunderstandings of a few simple, basic truths about race.

The late Prof. Franz Boas probably knew more about his subject than any man who ever lived. The facts that follow are based mainly on his teachings.

What Is Race? A lot of the nonsense disseminated by racists—those who would see the world divided between "superior" and "inferior" races—is based on a fundamental confusion between race on the one hand, and language, culture and nationality on the other. Boas and other scientists tell us that race applies only to biological groupings of human types. . . .

—Albert Deutsch, *PM*

What has been thus far discovered in atomic physics is only a crude beginning. There is far more in the atom than energy. It holds the secret of nature. The great task of science is to unlock that secret. When that happens the stars, the universe, man, life will have a new meaning.

Already the gift of atomic energy has compelled us to revise our conception of matter, so that we have to think of electrons and nuclei, of lumps of dirt and glasses of water packed with energy. It may lead us to the answers to hundreds of problems concerning the nature of life. How does an acorn evolve into an oak or a chicken from an egg? How does the brain think? What are instincts? Just how does a wound heal? What is it in a microbe that makes it split in two again, again, and again,

and thus preserve the species indefinitely? Just how do we convert a piece of beefsteak or a glass of milk into tissue and energy?

Such questions are as old as man, and for centuries scientists have been groping for the answers. And when the answers come they will startle us, just as did the explosions of two atomic bombs over Hiroshima and Nagasaki. And we shall be startled, not because of the practical value of the answers, but because of the new control over nature that will be acquired.

What is life? There is no good definition. We know only that an orderly structure, like an egg, produces another but more highly developed structure like a hen. Order creates order in some mysterious way. That is not the way of inanimate matter, like iron or clay. . . . —Waldemar Kaempfert, *New York Times*

There are some strange markings on the face of the moon that have been there unchanged since men first were able to examine the surface of that planet through their telescopes. How these markings got there is still very much of a mystery. They are described as "rays" and can be seen best when the moon is full. They are white lines radiating from a central point. There are several such central points and the systems of rays suggest that a shower of something came from the focal point and spread itself over a wide area.

These rays have nothing whatever to do with the recent radar experiments in which radio waves transmitted from the earth were reflected back from the moon. The radar waves were sent out on a narrow ray like a searchlight beam, but the rays on the moon were so called because each line radiates from a central point like the spokes in a wagon wheel. The moon "rays" do not move out into space, they stay fixed on the surface of the planet.

Linked to Atomic Blasts

The moon rays seem to fit into a theory that they were produced by an atomic-energy explosion in the moon producing the equivalent of a volcanic explosion on the earth. This is part of the more general theory that earthquakes, volcanoes and other seismic disturbances on the earth are caused by atomic-energy activities within the earth, also that sun spots are similarly caused by such activity in the center of the sun. The atomic-energy seismic theory was put forth cautiously some months ago. It brought no condemnations and a few expressions of agreement from scientists. . . .

—John J. O'Neill, *New York Herald Tribune*

CHAPTER XXVIII

SPORTS

Sport news comes nearer than anything else I know of to the common denominator of news. There is probably more universal reader interest in the sports pages than in any of the other parts of the modern newspaper.

—W. P. Beazell, formerly of the
New York *World*

The sporting columns in many newspapers have fallen to a degrading level as a result of direct and indirect bribery. There is little truth in them. The dear public is being stuffed to the gills with paid publicity. There is a remedy for this rotten situation, and only one. That is for sports promoters to treat their enterprises as business undertakings and to advertise them at paid rates.

—E. H. Gauvreau, formerly managing editor, New York *Graphic*

There is more action and movement in sports writing than there is in writing news. . . . In a nutshell, the sports fan of today is a different person from the fan of a decade ago. . . . This changed attitude makes the sports writer more responsible. In a good many cases he is just putting into words what nearly every

sports fan knows, and there is no stringing that estimable gentleman along. . . . It doesn't take the public long to get wise to a sloppy writer, and such a writer cannot last long. When he loses his following he loses all.

—Grantland Rice, editor,
American Golfer

As drama critic the writer does not usually discuss actors' morals, but confines himself to their stage presentations. Yet, a baseball writer may take the liberty to call the Brooklyn Dodgers "daffy" and cite the reasons why. This kind of "personal liberty" reminds me of the spirited way old-time editors used to attack their subjects. It smacks of the stuff that you find in the files of old newspapers, when Joseph Medill and other fiery editors called their political enemies "drunkards," "moral lepers" and "lunatics." Of course, a sports writer must exercise common sense in such matters, but he still has greater freedom to express himself than most reporters or special writers.

—Lloyd Lewis, formerly sports editor,
Chicago *Daily News*

CHAPTER OUTLINE

I. The Sports Reporter

1. Remaining Cool
2. Following Plays
3. Knowing the Rules
4. Knowing the Records
5. Talking the Language

II. Writing Sports News

1. Elements of Interest
2. Emphasizing the Feature
3. Stylistic Individuality
4. Expressing Opinions
5. Supplying Background
6. Making Comparisons

III. The Sports Feature

1. Personality Sketches
2. Reminiscences

IV. Sports Columns

1. Criticism and Comment
2. Situations
3. Predictions
4. Gossip
5. Editorials
6. Practical Guidance

THE COUNTRY CLUBS WITH their golf courses, tennis courts, swimming pools and other athletic facilities have proved to be fascinating places. Churches, boys' clubs and other organizations engaged in social service work have discovered the value of sports in character building. Schools have acquiesced to criticism and pressure and are developing intramural as well as interscholastic or inter-collegiate sports programs. As a result of these and other influences, Americans—men, women and children—are playing games much more than they did a decade ago, and even metropolitan newspapers are devoting more space to amateur athletics than formerly.

Knowledge of the fine points of a game which comes from having played it oneself increases a person's interest in the skill of experts at the sport. Baseball became established as the national sport at a time when it was the most common sandlot pastime; in later years the boys who played it vicariously relived the thrills of their adolescence through the achievements of Christy Mathewson, Babe Ruth, Joe Williams and others. Today, with young and old enjoying golf, tennis, swimming and other sports, interest in professional experts in these fields is growing.

With all professional sports and many amateur sports, such as college football, conducted for profit, the miles and miles of space devoted annually to sports news in the nation's newspapers is actually unpaid for advertising. It is free publicity, however, which newspapers are not reluctant to give because, for a large number of readers, the sports page is the most interesting in the paper. A few editors have experimented in reducing the space devoted to sports news but have been forced, by reader pressure, to abandon the attempt to make those who profit from sports pay for their advertising.

THE SPORTS REPORTER

High value is put upon the experience gained in writing sports, generally for two reasons: (1) only the critics and reviewers have anywhere near comparable freedom as to both what they say and the manner of saying it; (2) there is no audience more critical than that which consists of sports fans who demand of a writer absolute accuracy and soundness of critical judgment.

Remaining Cool. Everyone who attends an athletic event does so in quest of pleasure—that is, everyone except the sports reporters. This does not mean that sports reporters do not enjoy their work; it does mean that they cannot permit their enthusiasm to approach that which the fan displays. The press box is not a cheering section because its inhabitants have all they can do to follow closely what is happening so as to explain the difficult plays and decisions for fans who were too busy spurring on alma mater to notice exactly what happened. It is pleasant for the reporter to view sports events from the best seats and without paying admission, but he never is able to assume the carefree attitude of the casual fan.

Following Plays. From his superior vantage point the sports reporter should be expected to observe accurately. In many sports the action is so fast that spectators cannot always follow it. The news story should let the bleacherite know what kind of pitch went for a home run or should tell the fans in the cheap seats how the knockout blow was struck. At major sports events the work of newspapermen is facilitated by the assistance of an official scorer who decides whether a hit or error is to be scored. There also will be statisticians to prepare details in addition to those going into the official score book. At minor events, however, the reporter usually has to compile most of his own statistics. If, in addition to a general story of an event, a play by play account is desired, customary practice is to assign two reporters. An indispensable part of any featured sports story is a summary or box score, as the particular sport requires, which is run separately or at the end of the story proper. To the fan the summary or box score is a complete account in itself.

Knowing the Rules. The sports fan not only attends contests but receives considerable pleasure from discussing the past performances and future chances of players and teams. A favorite pastime is to second-guess the coach or manager and to pass judgment upon the abilities of referees and umpires. Just as popular among fans is criticism of the writeups of sports reporters. In other words, the sports writer has to

"know his stuff" just as much as do players and officials. It is inconceivable that a reporter not understand the rules of the game he is covering. Writers of business news can make mistakes which only economists recognize; sports writers produce copy for readers who think they know as much as they.

Knowing the Records. To keep up with what is expected of him, the sports reporter not only must understand the rule book but also must know the record book containing the statistics of what players and teams have done in the past. Otherwise, he will not know whether a particular achievement is unusual. The reporter whose mind is a storehouse of information regarding the history of sports is in a position to enrich his copy considerably. He can compare players of today with those of yesterday and frequently may remember "way back when" something, recalled by an immediate event, occurred. At his disposal, in case his memory is weak, are numerous sports record books in the newspaper's morgue.

Talking the Language. A New York sports writer of a generation ago, Charles Dryden, is given credit for having been the first to introduce on the sports page an informality and originality of language which would scandalize readers if found in the regular news sections. The credit for genius due Dryden has been dimmed because of the banal depths to which thousands of imitators, consciously or unconsciously, have sunk since then. Stanley Walker has been quoted as saying: "If it is true, and it appears to be, that Dryden was the father of whimsical baseball reporting, then the man has a great deal to answer for. He may have freed some reporters and afforded them the chance to do their gorgeous word-painting with a bold and lavish hand, but for every one he liberated he set demons to work in the brains of a dozen others—demons which made American sports writing the most horrendous mess of gibberish ever set before the eyes of a reader."

Today the desideratum in effective sports writing is informality and originality without triteness. Expressions which fans use in discussing a game cannot be considered hackneyed, but overuse of any word weakens any news story, sports or otherwise. For every sport there is a vernacular used by players and fans, familiar examples being "love" in tennis and "fore" in golf, with which the sports writer must be thoroughly familiar. It is in his use of shopworn synonyms to describe typical plays that he must be cautious. The following is a list of expressions which must be used with considerable discrimination or not at all.

bingle	it augurs well	run riot
brand of ball	keen battle	run roughshod
brilliant rally	keystone hassock	rung up a victory
cagers	looms	salary arm
charges	lost its stride	scintillating play
concentrated practice	made his debut	seasoned team
concerted effort	many surprises are in	sent to the showers
crush	store for—	show up well
department of play	mermen	slam
flash	moundsman	sock
flipper	much heralded	strong bidders
fork hand	netted a gain	superb guarding
forms the nucleus	old platter	tap the apple
fracas	pellet	tidal wave of enthusiasm
functioned smoothly	performed well	tough going
got off on wrong foot	pigskin	triple threat
gridders	pile up a total	usual brilliant playing
homer	pilfered sacks	vanquished
horsehide	pill	warriors
hot corner	populated bases	wealth of material
in the thick of action	prospects are bright	<i>win</i> as a noun

WRITING SPORTS NEWS

One advantage the sports writer has over the reporter who specializes in political, governmental, business, scientific or any other type of news: the rules are definite and, despite minor occasional changes, remain the same year after year in all parts of the country. This situation, which contributes to the ease of sports reporting, also may lead to monotony. It is the belief of many successful writers that the opportunity to develop an individual writing style which sports reporting affords more than any other kind of newspaper work, exists up to a certain point only, after which the sports reporter should do the more serious writing for which his work has trained him. On the other hand, however, there are scores of first rate sports writers whose copy seems just as fresh as ever after ten years of writing.

In reporting amateur or local sports the sports reporter almost invariably supports the home team. Any criticism of local heroes is constructive and usually is consistent with what a large number of fans believes. The tendency to "build up" local players may be overdone to the detriment of both the players and writer when performances do not square with predictions. Nevertheless, the sports writer has a friendly attitude and makes it clear that he, as well as his readers, wants the home team to win.

Elements of Interest. Although all contests of a particular sport are played according to the same rules, the major news interest of an individual game might be any one of a number of potential elements. In determining the feature of a game, the sports reporter considers the following:

1. Significance
 - (a) Is a championship at stake?
 - (b) Effect of the result on the all-time records of the contestants
 - (c) Effect of the result on the season's records of the contestants
 - (d) Are the contestants old rivals?
 - (e) Are they resuming relations after a long period?
 - (f) Will the outcome suggest either contestant's probable strength against future opponents?
2. Probable outcome
 - (a) Relative weight and experience of contestants
 - (b) Ability as demonstrated against other opponents, especially common ones
 - (c) Improvement during the season
 - (d) New plays, tactics, etc.
 - (e) New players, return of injured players, strength of substitutes, etc.
 - (f) Former contests between the two contestants
 - (g) Weather conditions favorable to either contestant
 - (h) Lack of practice, injuries and other handicaps
 - (i) Tradition of not being able to win away from home
 - (j) Recent record, slumps, etc.
3. How victory was won
 - (a) The winning play, if score was close
 - (b) The style of play of both winner and loser
 - (c) Costly errors and mistakes of judgment
 - (d) Spurts which overcame opponent's lead
4. Important plays
 - (a) How each score was made
 - (b) Spectacular catches, strokes, etc.
 - (c) The result of "hunches"
 - (d) Penalties, fouls, etc.
 - (e) Disputed decisions of umpire or referee
5. Individual records, stars, etc.
 - (a) Records broken
 - (b) High scores
 - (c) Players who "delivered" in pinches
 - (d) Teamwork
 - (e) Players not up to usual form
6. Injuries
7. The occasion or crowd
 - (a) Size of crowd; a record?
 - (b) An annual event?
 - (c) Enthusiasm, riots, demonstrations, etc.

8. The weather
 - (a) Condition of track or playing field
 - (b) Effect of heat or cold
 - (c) Effect of sun on fielders, etc.
 - (d) Which side was more handicapped? Why?
 - (e) Delays because of rain, etc.
9. Box score, summary and statistics

Emphasizing the Feature. Names of contestants, time and place of the contest and the outcome (exact score) must be high in every sports story. Note in the following examples how these essentials are included and the feature of the event also given prominence:

CHAMPIONSHIP

By Charles Bartlett

Byron Nelson, a golfing old settler in these parts, yesterday held another Chicago homecoming celebration by winning his second consecutive Victory National open championship with a 72 hole score of 279, five under par for Medinah's No. 3 course. Six strokes out of the lead after 36 holes, the lean, intense Texan who has admitted intention to hang up his mallets in the near future, wrought a morning 69. Byron nailed down the title with a final 18 of 68.

Two strokes away at the finish, still giving it the old campus try, was Nelson's pal, Harold (Jug) McSpaden of Sanford, Me. Jug, playing behind Nelson, needed one birdie in the last five holes to tie Nelson, but he wound up with a bogey 5 on Medinah's 18th, one of the banshees of American golf. His 71, added to a morning 67, which tied the competitive course record, left him in second place with a 281. . .

—Chicago *Tribune*

SIGNIFICANCE

By John P. Carmichael

Brooklyn—Now it can be told: The Cardinals will play the Red Sox in the World Series which opens in St. Louis Sunday afternoon.

Until today there was some doubt about the matter, but the Redbirds ended all speculation about the affair with an 8-4 triumph over the Dodgers before 31,875 fans.

This is the ninth pennant the Cards have won in the last 20 years and, for purposes of series analysis, they have triumphed five times out of eight against American League opposition. It is expected that Southpaw Howard Pollet and Right-hander Tex Houghson will start baseball's annual post-season extravaganza. . .

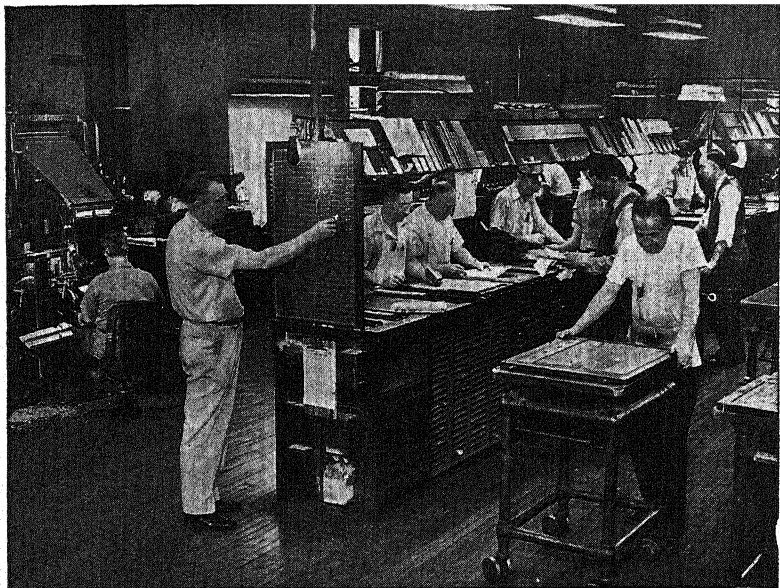
—Chicago *Daily News*

WINNING PLAY

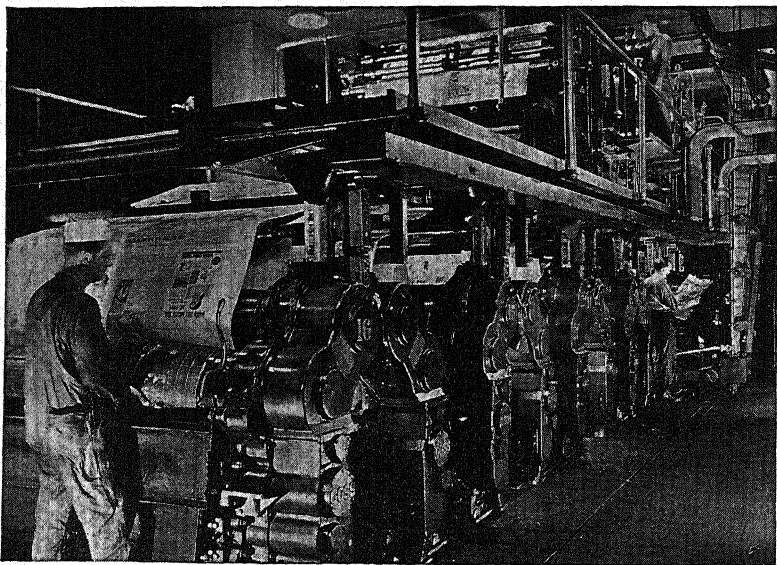
By Luther Evans

Cleanup hitter Jack Bearden sailed a two-run homer out of Flamingo Park's confines and Ralph Brown knocked home a pair of runs with singles Monday night as Tampa salvaged the fourth and final game of the Miami Beach series, 4-2, before 1,000 fans.

The pair's deft run-producing in the errorless game enabled Bucky Winkler to shade Dick Henton in a hurling squabble and also broke Tampa's deadlock with



COMPOSING ROOM OF THE BALTIMORE *Sunpapers*



PRESS ROOM OF THE CHICAGO *Daily Tribune*

Havana for the Florida International League lead, elevating the Smokers a half game in front of the idle Cubans. . . .
—Miami Herald

STYLE OF PLAY

By Jack Ledden

A contrast in basketball styles will mark the playoff series involving the Cleveland Rebels and New York Knickerbockers which gets under way in the Arena tomorrow night.

The Knickerbockers, third-place winners in the Eastern Division of the Basketball Association of America, employ the eastern, or long shot, style of offense while the Rebels use the short pass and pivot attack so generally utilized by midwestern and Missouri Valley coaches. . . .
—Cleveland News

Green Bay, Wis.—The Packers apparently won a football game from the Bears in the first 20 minutes here Sunday afternoon, slowly let it slip away from them in the next 35 minutes, and then won it again in the last five minutes in one of the wildest dime novel thrillers these ancient and bitter rivals have ever put on. The score was 42 to 28.

After this you can yawn at Frank Merriwell. The Packers at one point led, 28 to 0; at another, with only five minutes left, were tied 28 to 28, and then in the closing minutes scored two touchdowns in such rapid succession that the sellout crowd of 24,000 let out a constant roar.

The perfect play, simple enough in conception because it was nothing more than a wide end run, but perfect in execution, first broke the tie which the Bears created with their courageous comeback. It started on Chicago's 36 yard line. Lou Brock took the pass from center, ran to his right, picked up within a stride or two a phalanx of four blockers in perfect alignment in front of him, and went all the way.

It was the perfect play because of the speed with which the interference formed and the sharpness with which it took care of the Bears downfield. Glen Sorenson pulled out from left guard and Pete Tinsley from right, and both in a step or two joined Ted Fritsch and Larry Craig ahead of Brock. In perfect alignment, shoulder to shoulder, they wheeled around end like a team of horses, with Brock right behind them.

You could see the touchdown even before Brock crossed the line of scrimmage and started down field. The four blockers would have been enough as the play developed, but just to make it letter perfect, Charley Brock cut over from center and helped along. The men who sought to stop Brock—Lou Brock—never had a chance. . . .
—Milwaukee Journal

CONDITION OF PLAY

By Irving T. Marsh

Engaging in a tight, tense duel under atrocious weather conditions all the way, the Rutgers varsity crew nosed out Columbia by three feet on the Harlem yesterday afternoon, the Scarlet sweepswingers thereby gaining their first major rowing victory of the year after its Jayvee eight had lost to the Lion juniors by a length.

Yesterday was no day for fine oarsmanship or even mediocre oarsmanship. A steady drizzle came down throughout the race, a gusty wind blew at the backs of the oarsmen from start to finish—even the tide was so negligible that the water was

practically dead. In spite of these conditions, however, the visiting varsity boat load showed courage and as much smoothness as was possible. . . .

—New York *Herald Tribune*

RECORDS

By John P. Carmichael

Boston—World Series records that have stood for years were equalled here today in one of the most amazing spectacles ever unfolded in postseason play.

While 35,645 fans watched with distended eyes, the Cardinals crushed the Red Sox almost beyond recognition with a 12-3 triumph. The game was two hours and 31 minutes in the making of all its arresting details.

Not since 1936, when the Yankees whipped the Giants, 18-4, behind "Lefty" Gomez, has a series team won its game in double figures but even that is beside the point. The Redbirds pounded six Boston pitchers for 20 hits, ranging from singles to a home run and in so doing tied one mark that has stood for 25 years and another that's lasted since 1934.

The last team to make 20 hits in one series game was the New York Giants on Oct. 7, 1921, against the Yanks. The last team to use six pitchers in defeat was Detroit on Oct. 10, 1934, in the seventh game of that series when "Dizzy" Dean and the Cards won, 11-0.

By making four hits each, a quartet of this afternoon's players . . . Enos Slaughter, "Whitey" Kurowski, Joe Garagiola and Wally Moses of the Red Sox . . . now are bracketed with 22 men who have done likewise in postseason play. Stan Hack of the Cubs did the same a year ago. . . .

—Chicago *Daily News*

INDIVIDUAL STARS

San Diego, Calif., Aug. 5. (AP)—It was like old times as the former national champions came back to reclaim their prewar titles at the three-day A.A.U. Senior Men's Outdoor Swimming meet which ended yesterday. Except, that is, for Jimmy McLane, the 15-year-old Akron, Ohio, whizzer.

McLane won the 400, 800 and 1500-meter free style events to join the list of triple crown winners including Johnny Weissmuller, Buster Crabbe, Jack Medica, Ralph Flanagan and Keo Nakama, who did it last in 1944.

But Hawaiian Bill Smith, 200 and 400 meter champion in 1941 and 1942, returned to take the 100 and 200-meter free style races and lead his Hawaii University swimming club teammates to an easy victory. . . .

—St. Louis *Post-Dispatch*

UNUSUAL CIRCUMSTANCES

By Jack Clarke

Wisconsin needed only 20 furious minutes, although they must have seemed an eternity, to win undisputed ownership of the Western Conference basketball championship at Evanston High School's pocket size gym last night.

Playing the second half of their game with Purdue, which was halted midway when a bleacher section fell costing three lives at Lafayette Feb. 24, Wisconsin rallied from a 34-to-33 deficit at that stage to outpoint the Boilermakers in the final accounting 72-60.

Had downtrodden Purdue succeeded in defeating Wisconsin, the Badgers would have been forced to share the titular wreath with Indiana and Illinois, each of which

scored eight victories against four losses during the campaign. The triumph however, gave Wisconsin a nine and three record and consigned the Hoosiers and Illini to joint occupancy of second place. . . .
—Chicago *Sun*

Stylistic Individuality. The freedom permitted the sports writer stylistically is illustrated in several of the examples already given. The following leads show how skilled writers in exercising this privilege may make use of their knowledge of literature and the fine arts, of history, of current popular expressions and of their ability to invent catch phrases.

MUSICAL REFERENCE

The cauliflowers that bloom in the spring, tra la, have never had songs written about them but they are more plentiful and a whole lot hardier than the ones Gilbert and Sullivan (and they weren't fight promoters, boys) made reputations with many years ago.

Promoters have hardly shaken off their winter underwear and put their golashes in storage than they begin talking about what a great summer it's going to be—if the fighters hold out (and not the money)—because the boys who book the shows take little or no punishment except what they deal out to themselves shadow-boxing and tincanning for matches.
—Pittsburgh *Press*

FIGURATIVE

By Bob Broeg

The dollar-sign daze, a malady common to important athletic contests and one in which the patient sees green, stalked into The Arena last night, along about the time the Bombers learned they still had championship chances. But before the occupational disease could cause frightful damage, Dr. John Logan provided a welcome antidote—payoff field goals.

Logan, St. Louis' season-long leading scorer, again topped his team with 18 points, all but one of which came after the Bombers learned that Chicago had been upset by Providence. And as a result of their star forward's brilliance in the clutch, Ken Loeffler's athletes rallied past the Boston Celtics, 59 to 55, and threw the Western Division of the Basketball Association of America into an end-of-the-season tie. . . .

—St. Louis *Post-Dispatch*

HYPERBOLIC

By Francis J. Powers

Minneapolis—Bob McMillin and his Indiana football teams used to be welcome visitors in Minneapolis. Folks would put up lace curtains and kill a hen when the old Colonel and his boys came around.

It's different now, and when Bo and his Hoosiers come back Saturday, they'd better be wearing the long ones; it will be that chilly.

Furthermore, McMillin will learn he is a "wanted" man. The charge is cruelty to Gophers and that's serious in this community.

Minnesotans are trying to forget all about the 1945 football season, when their pet Gophers were shellacked five times in a row. But they can't forget "how"

McMillin and his Big Nine champions stomped, crushed and completely humiliated Minnesota in one of those five shellackings. . . . —Chicago *Daily News*

DESCRIPTION

Louisville, Ky., May 4. (AP)—A huge throng, swelling rapidly under the first sun in a week, bulged this picturesque racing plant at the seams today and promised to come close to reaching its predicted 100,000 proportions by the 4:15 p. m. (Kansas City time) post time for the seventy-second Kentucky Derby.

The sun and a brisk southwest breeze, that left the flags of all nations pyramided around the infield flag poles struggling to pull loose, were drying the puddles and leaving a track which possibly would improve from "muddy" to "slow."

Through the morning hours and on into the afternoon, the field of seventeen 3-year-olds named to shoot for the necklace of roses and a \$96,400 winner's purse remained intact, without a single withdrawal. Three hours before the deadline for scratches R.S. McLaughlin's Wee Admiral, the only somewhat doubtful starter, was still in the list, which was headed by Mrs. Elizabeth Graham's sleek Lord Boswell.

For hours during the morning the track workmen circled the strip and swept the standing pools of water off the running area and under the inside rail and harrows combed the Downs in sweep after sweep around the oval.

Jam the Derby Town

Meantime the thousands jamming Louisville were taking their time turning out, probably because of the combined circumstances of a night of the wildest kind of celebrating in the mid-town Derbyville and the threat of rain. By 11 a. m. one hour before post time for the first race of the 9-race card, there were no more than 25,000 in the unreserved sections of the grandstand and bleachers and in the infield. . . .

—Kansas City *Star*

Overhead, dark and ugly looking clouds are creeping in from the west and the sun is blotting out as a sun-fanned lass from Winchester makes a sound like this—"Ah-h-h"—and the crowd breaks into wild handclapping and honking of auto horns.

With the dogged courage of a champion who won't acknowledge defeat pretty Sylvia Hatch, 21 but appearing 17, has come from far behind and has knocked off seven straight games to take the girls' singles crown in the William Randolph Hearst New England sectional tennis tournament.

In trouble all the way, and having the handicap of nervousness to overcome at the start, Sylvia just about flails her way into the hearts of the enthusiastic gallery at Harvard university's clay courts.

—Boston *Advertiser*

Expressing Opinions. The freedom to criticize, predict and otherwise express opinions is as great as that to violate all orthodox rules of news story composition. Note how the writers of the following leads accepted their roles as critical authorities on their subjects:

By Bill Broeg

A good pitcher still can dominate a ball game, no matter how heavy or hot the opposition's hitters, and two topflight hurlers can ruin an afternoon and take the starch out of a happy home stand. Ask the Browns and 26,076 of their faithful followers.

On second thought, the Browns won't be available for questions, embarrassing or otherwise, for tonight they will play a night game at Cleveland, the first stop on a trip that will keep them away from Sportsman's Park until July 23. Sam Zoldak is scheduled to pitch for Luke Sewell's club against Mel Harder.

In the Browns' absence, yesterday's crowd, the largest to watch the St. Louis Americans here this season, can tell the sad story of a doubleheader dropped to Detroit, 1 to 0 and 3 to 2 in 10 innings. . . .
—*St. Louis Post-Dispatch*

It isn't difficult to figure out why Dixie Walker is the people's "choice" in Brooklyn. Not only is the veteran outfielder among the leading batters in the National league, but he has a habit of getting his hits when they count.

Take Thursday, for example.

It was in the third inning. The Dodgers were deadlocked in a scoreless tie with the hated Giants and had the bases loaded. Up stepped Dixie—and promptly delivered a single that scored two runs and started the Flatbush favorites on their way to their fourth straight victory over the Giants, 7-1. Walker also made two other hits as Kirby Higbe chalked up his eleventh victory, although relieved in the ninth. . . .
—*Milwaukee Journal*

Supplying Background. After following the record of a player or team for a long time, the sports reporter is able to enrich his story of athletic achievement by supplying the background by which to identify both the star and event.

Wimbledon, England, July 3.—Bringing off an incomparable triple tennis triumph, Donald Budge, American singles champion, completed his conquest of Wimbledon today by taking over the all-English men's and mixed doubles titles.

Although he scarcely played as well as he did in winning the singles championship yesterday, this was attributable to the weakness of the opposition.

The California redhead and Gene Mako outclassed George Patrick Hughes and C. R. D. Tuckey of Great Britain, last year's titleholders, 6-0, 6-4, 6-8, 6-1, although the combination of the Americans' carelessness and British fighting spirit caused them to drop the third set when they had a commanding lead. The same superiority was evident when he and Miss Alice Marble defeated Miss Rene Mathieu and Yvon Petra of France, 6-4, 6-1.

It goes without saying that there are no precedents for such dazzling success as this. Only rarely has one player won both the men's singles and doubles. The only time in recent years that one country has won these two plus the mixed doubles was in 1925. But although Rene Lacoste of France won the singles and men's doubles then, it was his partner, Jean Borotra, who teamed with Miss Suzanne Lenglen to win the mixed doubles.

For another feat of one star sharing both the men's singles and doubles, it is necessary to go back to 1914, when Norman Brookes of Australia won the singles and, with his countryman, A. F. Wilding, annexed the men's doubles. But the mixed doubles title, which was inaugurated in 1913, went elsewhere.

—*New York Times*

You could almost say public feeling ran high on all the surrounding plantations Saturday night when word came clicking along the copper that Wesley Ferrell had pitched a masterful four-hit game against the red hot White Sox some 48 hours after he shed his Boston uniform. Unable to get past a third inning for his former employers, apparently hopelessly and helplessly washed up, as soon as he arrived back into the loving arms of Bucky Harris he walked out with all the confidence of a Dean and all the stuff of a Mathewson and gave as fine a pitching performance as he ever turned in in his life.

The shock to local circles was something terrific and then the argufying began. The suspicious immediately charged the ornery curly head with having deliberately laid down on the local club in order to get away from Boston. Somebody said they heard he'd told one of the ball players he desired to obtain a divorce from the Red Sox because Joe Cronin worked him too hard. He is supposed to have made that remark last year. And the figuring from that was that he deliberately dogged it in order to force a sale or a trade.

Such things have happened in the grand old game. One part of local fandom always believed that Red Ruffing pulled that trick on the Red Sox of Bob Quinn's time. He wasn't much good around here at the end of his tenure, but he went to the Yanks and became almost immediately a fine pitcher again. Of course, there's frequently inspiration in a change of environment, but pitching is pitching, even with the St. Louis Browns. . . .

And then they started to cite 'em, going as far back as Lynn Lary, the shortstop. With our Hose, he was what the boys call a nifty fielder, but he couldn't hit the figures on a night club check. Today Mr. Lary is tapping the onion for .346 with the Cleveland club and is rated one of the most dangerous batters in baseball. Then there was the case of Mr. Solters, the Westphalian right fielder of the local hopefuls, who was slid down the chute to the Browns, whereupon he proceeded to wreck the Sox with steady regularity. Traded to Cleveland this year, he was a mite slow getting started in his new midwestern spangles, but his batting average is again on the climb. He's hitting .311 at present.

Then there's Heinie Manush. . . .

—*Boston Post*

Making Comparisons. Out of his storehouse of knowledge, the experienced sports reporter points out similarities between immediate and past events.

By Bob Broeg

Philadelphia, Aug. 2—Howard Pollet leaned into the dugout just before yesterday's game, interrupted Manager Eddie Dyer's session with newspaper men, and said, "If you need me today, Skip, I'll be in the bullpen. My arm's strong."

Two hours later the Cardinals' manager wig-wagged through the chilling rain and raw wind for his pitching ace. The weather conditions, as Pollet strolled up the field, reminded a nostalgic press box veteran of Ol' Pete Alexander of the unforgettable 1926 world series and a piece of relief pitching that will be remembered as long as sentiment remains a human emotion.

No world series was at stake as Pollet warmed up. But two ball games in the standings, the difference between one and one-half and three and one-half games

out of the lead, hung in the balance. Maybe, over the 154-game route, a pennant, too. And, hadn't Ol' Pete, back there in '26, also told Rogers Hornsby he would be ready if needed? . . .

—St. Louis *Post-Dispatch*

THE SPORTS FEATURE

The possibilities for feature articles in the field of sports are seemingly interminable. Two of the most typical types are the personalized sketch and reminiscences.

Personality Sketches. It is impossible to imagine any sport without its heroes. Through display of prowess, players become known as stars and are worshipped by fans. It becomes the duty of the sports reporter to satisfy the craving of sycophants for authentic "inside dope" regarding their favorites.

By Ray Brennan

You can call Charlie Grimm one of the greatest managers in baseball. . . . You can call him a great competitor during his playing days. . . . You can call him a truly great leader of men. . . . You can call him a big-hearted, honest, swell guy. . . .

You can call him all of those things and be absolutely correct. . . .

But don't call him "Jolly Cholly."

Nobody ever calls him that to his face. Nobody has, in the memory of Hack Wilson or Woody English or Joe McCarthy or Stan Hack or any of the other hundreds of persons who admire and genuinely like him.

Baseball writers use "Jolly Cholly" in their copy, for the euphonism so dearly loved on sport pages, but in the dugout it's "Charlie" or "C. J." or "Skipper."

Grimm is a humorist, and a great one, but not a buffoon. He knows a good belly laugh can snap the tension of a hitter in a slump and send him out to get four for four.

He can split your sides with German dialect or one of a hundred baseball stories or a pantomime bit, but he's a baseball man first; not a comedian.

His record, formerly as first baseman and now manager of the Chicago Cubs, proves that. Baseball men will tell you he knows as much about the game as anyone in baseball. And his players say he's the best guy and the greatest handler of men in the world.

Grimm is, far from the nimble wisecracker you might think, a serious man. He loves baseball and he admits it.

"The toughest thing about this game," he said the other day, sitting on the bench at Wrigley Field and watching young Eddie Waitkus work out at his old first base, "is that you have to quit some day." . . .

—Chicago *Times*

A father speaks to his young son a generation hence:

"So you think so and so can catch passes, eh? The best you ever saw, you say. Well, back in the forties there was a fellow by the name of Don Hutson, who played end with the Green Bay Packers. You heard of him? Sure you did. Who hasn't? Well, I saw him.

"Son, there never was another guy like him. And see here, don't laugh. I'm not

just an old fogey living in the past. I'm telling you there never was another guy like him.

"This fellow Hutson wasn't big as a lot of ends go. He only weighed 178 pounds. But he was lithe and trim, and boy, how fast. You think some of those ends you see today have tricks? None of them had Hutson's tricks. He could hook, and change his pace, and suddenly dart ahead, and wheel better than anybody else I ever saw—and I've seen some of the guys of today you've mentioned.

"He didn't have such big hands, but he sure could snag that ball. He'd have fellows right on top of him, or he'd be going full blast, or he'd seem to be hopelessly short of a pass, but he'd get it. They used to say that his trick in holding the ball lay in the way he glued his eyes on it. He wouldn't turn to run with it before he had it. He'd make sure of the ball above everything else. You know—just like in golf.

"Look, I've got an old clipping somewhere around here from 1942. I guess that was the year he had finished eight seasons with Green Bay. Here it is. You talk about so and so today? Just let me check off the records that Hutson held at that time. Why, the things he had done covered more than a page in the book.

"He caught 336 passes, 72 of them touchdown passes, and gained 5,515 yards in the eight seasons from 1935 to 1942.

He caught 74 passes in the season of 1942, 17 of them touchdown passes, and gained 1,211 yards.

He gained 209 yards on passes in one game against Cleveland in 1942 and then a little while later, also against Cleveland in a return game, caught a pass thrown from the four inch line—or that's what they said anyway.

He scored 74 touchdowns in those eight seasons and 17 in one season, 1942.

He kicked 33 extra points in one season, 1942, and against the Chicago Cardinals in the same year kicked six of them in one game.

He scored 524 points in those eight years on 74 touchdowns, 74 extra points and two field goals, and in 1942 he scored 138 points alone on 17 touchdowns, 33 extra points and one field goal.

And from November of 1940, right through all of 1941 and 1942, he caught at least one touchdown pass in 25 consecutive games. . . . —*Milwaukee Journal*

Reminiscences. Current happenings, anniversaries, deaths and many other occasions stimulate the memories of reporters and fans.

The poker-faced man in the front row box at Churchill Downs had his glasses on the Kentucky Derby field as it turned into the stretch, late in the afternoon of May 7, 1921. . . .

The guy with the faro-bank visage was "Mr. Derby" himself—the late E. R. Bradley, who passed out yesterday at the age of 86. . . . He had two horses in that 1921 race—Behave Yourself and Black Servant. He had bet enough in the winter book on Black Servant to win him \$70,000 if that horse came home first. . . . And did he want that nag to win. . . . That's because he had bred him at his own Idle Hour Farm in Kentucky and his favorite sire, Black Toney, was the daddy of the horse he was pulling for.

It was apparent in the stretch that the race was between the two Bradley horses. . . . And you'd naturally think that the jockey on Behave Yourself, seeing it was

going to be a hair-line finish between two horses owned by his employer, would let Black Servant come home first and win the \$70,000 bet for "Mr. Derby."

But did that jock do it? . . . He did not. . . . He was Alfred Thompson and he booted his mount across the finish one-half a length in front of Black Servant. . . . Thereby costing his owner just 70 grand.

Did Poker Face Bradley bawl him out? . . . Not Mr. Derby. . . . Instead he put his arm around the winning jockey, later on, and congratulated him for riding out the race. . . . He had given no instructions to his stable jockey to favor Black Servant, if the finish should be close, even though it might mean more money to him.

We take it that a guy who behaves that way is entitled to have a winner named Behave Yourself. . . .
—Wray's Column, St. Louis *Post-Dispatch*

SPORTS COLUMNS

Rare is the sports reporter who does not aspire some day to have his own signed column for which he can make his own assignments. It is the columnist's privilege to avoid minor details and to concentrate only on major incidents. Or he can magnify minor incidents, relate anecdotes, reminisce, philosophize, predict or do anything else he pleases. The sports column is the sports page's equivalent of an editorial. Its popularity may depend on any one or more of a number of factors: attractiveness of style, soundness of judgment, successful predictions, a quantity of exclusive information, etc.

Criticism and Comment. After every major sports event, the columnists conduct "post mortems" to explain and interpret what happened and what should have happened.

If Bruce Woodcock is half as wise as he is beautiful, then he learned more during a nine-second nap in the Garden Friday night than in all his waking hours as a professional fist fighter. The "mug punch" which Tami Mauriello flung into his well scrubbed and comely features in the fifth round was a priceless lesson in the facts of ring life, and if Brucie learned it he will be a better and more prosperous brawler from now on.

Toss him back against Mauriello two weeks hence and the chances are he would show marked improvement. That is, he probably would reach the sixth round before slipping off into the deep, dreamless slumber that comes to small children, the pure of heart and all British heavyweights.

In his first American adventure, Brucie appeared to have everything except an understanding of how cruel life can be out here in the colonies. He looked like a good boxer and a good puncher, but he was in with a fighter.

Brucie has a stand-up style, keeps his chin tucked away behind a pink shoulder, is cool and steady and can throw a punch that hurts. But he fights like somebody who learned boxing out of a book and still believes it is a manly art. The book, incidentally, wasn't the one written by the Marquis of Queensberry, whose cardinal rule was "defend yourself at all times." Woodcock would deliver a studied stroke

and then step back to prepare for the next thrust and parry, and while he was waiting Tami would club him three times American style. . . .

—"Views of Sport" by Red Smith, New York *Herald Tribune*

Situations. From his "close to inside" vantage point, the sports authority can size up situations for the irregular fan.

Mel Ott, plagued by a series of injuries to one Giant after another, has had more than his share of headaches this season. The optimism he felt during the pre-season training at Miami has given way to days and nights of despair. But one bright ray of sunshine piercing the gloom around him has been the manner in which Johnny Mize has been hitting.

The Giants are fighting to climb into the first division, which was just about the highest spot the majority of the baseball writers assigned the club in their predictions. Should the Giants finish as high as fourth, Mize will be one of the chief reasons.

The husky first baseman came back to the diamond after three years of service in the Navy. Just how he would fare after that lengthy absence was the same question other managers were asking of their returned servicemen. Ott was certain Mize would retain his slugging ability, even though he might have slowed down afield. . . .

—"The Sports Parade," by Leonard Cohen, New York *Post*

Predictions. Forecasting the outcome of contests and developments of any and all kinds is expected of the sports expert.

Louisville, Ky., May 1—If you happen to have Ripley at 20 to 1 in the winter book chances you are resting smugly today, smiling broadly to yourself as you give thought to the Derby trial of yesterday and even more broadly as you think of the Derby coming up Saturday.

If you had a winter book ticket on Spy Song at 12 to 12 you wouldn't be surrendering by any means, but you wouldn't be so cheerful when you considered the manner in which Johnny Longden's mount faded into second place in the Derby mile at a time when he seemed to have the race won.

A winter book chance on With Pleasure at 30 to 1 would be cheering because the black colt owned by Oscar E. Breault ran third to the splashing hoofs of such Derby eligibles as Assault, Wee Admiral, In Earnest, Marine Victory.

For that matter a 20 to 1 ticket on Assault would be something to fondle with protective care. The Texas-owned winner of the Wood Memorial at Jamaica April 20 was close enough in fourth place to warrant the hope from his backers that racing luck will be more favorable come Derby hour. . . .

—"Sporting Comment," by C. E. McBride, Kansas City *Star*

Gossip. Anecdotes, dopesters' tips, even predictions often are present as gossip items in chatty columns.

Now that Bruce Campbell has won his fight with the Washington Baseball Club to collect the difference between his \$9000 salary of 1942 and his earnings this year under the Selective Service Act, look for Steve Sundra to ask the Browns "how

about it?" Sundra, who won two games for the Browns in 1944 before entering the service, is now in Atlantic City and was an interested observer of Campbell's campaign. . . . Joe Gannon and Frank Sweeney, former 147 and 160-pound National A.A.U. champions 'way back in '44, are anticipating their Army discharges sometime in the next 60 days. Gannon now weighs 179, Sweeney close to 200, but it's muscle, not fat. Joe's sister, Pat (and a lovely thing, too) is Clark Griffiths' secretary. . . . Promoter Joe Turner's fickle stomach is on the war-path again. . . . Buddy Myer, who won the American League batting championship as a Nat in 1935, (how time flies) is deeply concerned over his wife's condition in Doctor's Hospital. Only one word can describe Minna (Mrs. Myer) and that's: Wonderful! . . .

—"Around Town," by Al Costello, *Washington Post*

Editorials. Much of the columnist's copy contains opinion, often on matters not directly related to specific sports events.

The ferocity with which some major league players jumped on Mickey Owen when he returned from Mexico and sought reinstatement, is beyond our understanding.

According to a United Press poll, most of those interviewed were dead set against Owen being shown any leniency whatsoever, and those who were non-committal, damned him negatively by saying the case is on the desk of Commissioner Chandler, hence no comment. Only in Brooklyn do the fans—and presumably the players—want him back. It's a nice how-do-you-do when ball players are so legal wise as to resort to "no comment," a dodge installed by the new Commissioner. Whatever happened to the barbers? There was a time when you couldn't shut up a player. Old Judge Landis never took refuge in "no comment" on ticklish issues, and in his day the athletes were gabby as all getout.

Those who did talk, though, assumed the self-righteous attitude that Owen deserted Brooklyn for easy money in the Mexican League and should be made to suffer for his dereliction. They pointed out they resisted the temptation of the Pasquel brothers and stood by organized ball in the States, as if their steadfastness were a patriotic virtue. The truth is none of Owen's detractors was any less avaricious, and their loyalty to U. S. ball was determined by a fear of jumping a \$10,000 contract (sic) for the uncertainties of a \$20,000 guarantee in Mexico. It wasn't courage so much as fear that kept the athletes at home, also ignorance of geography in the outer world. . . .

—"Will Connolly Says," *San Francisco Chronicle*

Practical Guidance. Columns of advice, especially for fishermen, hunters and golfers are popular on many sports pages.

Contrary to everything you may have read on the subject, there never was a born golfer. Some people have more natural ability than others, but all good golfers have been made.

What I would like to do through the medium of these golf articles is to improve your golf swing. However, in order to accomplish this you must be willing to do a little thinking and a lot of work. In the process I propose to make available to you in this column some of the things I have learned about golf in the hours I have spent on the practice tee and in tournaments. . . .

Developing a golf swing is not next to impossible. There are those who would have you believe that, but it is not so. However, your thoughts must run in the right direction, otherwise it could be impossible. . . .

—"Ben Hogan Talks Golf," *Cleveland News*

Most of the legion of fishermen who were on the lakes Sunday put fish in the skillet. It was an almost ideal day for the Sunday angler who likes personal comfort.

The best bass catch reported was made at Meyers Lake by S. B. Geouge of 702 Garfield ave SW, who landed a pair of 18-inchers and one that went 16. That's a nice string from a small lake just outside the city limits.

The bluegills, also were biting well at Meyers, some of them of good size. . . .

—"Rod and Gun," by Monte Cross, Canton (Ohio) *Repository*

CHAPTER XXIX

REVIEWING; CRITICISM

Editors and movie producers ought by this time to know that while the average citizen may be quite stupid about most of the important relations of life, such as finance, politics, the fine arts, etc., he is no slouch when it comes to telling the difference between a good movie and a poor one. Thirty years of faithful movie reviewing has developed a high critical sense among literally millions of otherwise half-educated people. It is astonishing to hear in unexpected places truly profound technical analyses of picture qualities, or lack of them. To write critically of a motion picture now requires as good newspaper talent as the dramatic stage ever demanded. Editors who send cubs to do this work underestimate the importance of the assignment.

—Editorial, *Editor and Publisher*

The gentlemen who take to themselves the title of critic, or have had it conferred upon them by the editors of newspapers, and who are gladly acclaimed by the public as leaders of opinion, observed, studied and followed (or else denounced and declared incompetent by dissidents) may properly be regarded, and in many cases would regard themselves, merely as contributors to the general mass of opinion, not as dictators. They may be very sure they are right, and properly so. They may be leaders, and often are, of somebody. They may have enthusiastic followers who dare not express an opinion till they have read the next morning's paper, a well-known cohort and practice condemned, at least publicly, by the leaders themselves. But what they say is

not the last word always. Is there a last word? . . .

Even the most authoritative and the ablest of these gentlemen have been known to change their minds. Indeed, some would be disposed to say that those who do not find it necessary or inevitable to change their minds or to modify their opinions in some degree, in the course of a lifetime, have very little mind to change. A change of mind is not a sign of weakness but of strength. How many are there of those who have practiced writing for the daily press in a lifetime who do not congratulate themselves secretly that their opinions of years ago are buried in dusty newspaper files which few or none except in an access of malignity, care to overhaul and note!

Some will deny that there are fixed principles in art, maintaining that art is a man-made thing and that what man has decreed, man may change. Modernist thinkers may hold fast to his idea. But if there are immutable laws that govern art, there are undoubtedly areas of doubt, questionable fringes, areas open to dispute. The Constitution of the United States has to be interpreted. In how many thousand cases has the Supreme court not had to adjudicate what was the law? And, still more disturbing, how many times has that august tribunal completely reversed itself?

Shall musical critics of the highest flight have a greater immunity from change?

—Richard Aldrich, one time music critic,
New York Times

CHAPTER OUTLINE

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IF HE IS NOT AMBITIOUS TO become a foreign correspondent or a sports columnist, the college-trained cub reporter is likely to want to be a critic—motion picture, dramatic, musical, literary or other forms of art. Unfortunately for the youngster with talent which might lead to success in such writing, the average small newspaper offers him inadequate opportunities either for experience or editorial guidance. As a result, many—including some of the best that the schools of journalism turn out—redirect their energies into other channels.

This chapter is intended both for the few who create opportunities for themselves, perhaps by developing a column of motion picture or book criticism in addition to their other work, and for the regular staff members who draw the assignments to cover the annual high school play, the local art club's exhibits, the occasional Broadway cast which makes a one-night stop and the home talent Gilbert and Sullivan light opera.

THE REPORTER-CRITIC

Essayists. The lure of critical reviewing, in addition to free tickets, probably is the opportunity it seems to offer for self expression. The great critics, including Matthew Arnold, Stuart Sherman and George Bernard Shaw, also have been creative artists and social philosophers. In addition to explaining to their readers how some muralist, playwright or composer regarded life, they have chronicled their own reactions.

To prevent his "spouting off" too much on the basis of only textbook knowledge and classroom discussions, it is perhaps fortunate that the beginning reporter is hampered in his critical writing. Before he can be a competent critic he must first serve an apprenticeship as a reviewer. When he covers a dramatic, musical or any other kind of aesthetic event, he does well to accept the assignment as one in straight news reporting. That is, while he is learning.

The purpose of the average member of a small town audience at a

motion picture, play or concert is pleasure seeking. A safe guide for the tyro in criticism, therefore, is the reaction of audiences; no matter how high he rises in critical writing, it supplies an element of news interest of which he always must take cognizance. What got applause? What evoked laughs? Regardless of what the reporter thinks of the audience's taste, to make a fair report of the occasion, he must mention what indisputably were its high points from the standpoint of those for whom it was presented.

This advice is not tantamount to condoning the practice of building a review upon fatuous sentences or short paragraphs lauding each performer, but it is intended as a brake for those who might be tempted to use a night at the opera merely as an inspiration for an essay upon the fallacies of hedonism as demonstrated by "Faust" or a dissertation on the evidence regarding Hamlet's insanity.

The following is an example of a straight-forward, objective report:

By Olin Downes

Lenox, Mass., Aug. 6.—"Peter Grimes," the opera by the librettist, Montagu Slater, and the composer, Benjamin Britten, designated by Serge Koussevitzky before the curtain as the opera that came "first after Carmen," was given its American premiere by the students' orchestra, chorus and soloists of the Berkshire Music Center this evening in the Opera Concert Theatre at Tanglewood.

The performance was conducted by Leonard Bernstein, who had as collaborators Eric Crozier and Frederick Cohen, stage directors; Richard Rychtarik, stage designer; Hugh Ross, choral director. and Boris Goldowsky, director of the opera department. Mr. Britten had come from London to attend this production, supervised dramatically by Mr. Crozier, who had directed the world premiere of the work at Sadlers Wells on June 7.

It is known that this score had been commissioned of Mr. Britten by Dr. Koussevitzky, representing the Koussevitzky Musical Foundation which he established in memory of his late wife, Natalie Koussevitzky, to whom the opera is dedicated. Mr. Britten had said to Dr. Koussevitzky: "This opera is yours." Dr. Koussevitzky related his reply: "No, this opera belongs to the world." He said finally that he had been asked to remind the audience that the performers at this premiere were students. . . .

—New York Times

Formulas. The critic with a bias is as dangerous as the political or labor reporter whose prejudices forbid his interpreting fairly the activities or viewpoints of more than one side in a controversy. In criticism, application of a formula as to what an artistic form should be often results in conclusions as grotesque as condemning a cow for not being a horse.

An example of a critic with a formula is one who believes art should exist for art's sake only and that no artistic form ever should be utilized

for propagandic purposes. As a result, if the hero of a motion picture or play happens to be identified with a particular racial, nationality, economic or other type or group, the critic is likely stupidly to condemn the entire production as propaganda even though it be an honest and perhaps brilliant attempt to describe sympathetically a certain segment of life.

Even worse than the opponent of propaganda is the exponent of it who is sympathetic only when a certain theory is promulgated by the particular art form under review. Such critics dismiss books, plays or other artistic creations with (to them) derisive adjectives, as "romantic" or "too realistic" etc., with a condescension which, in the small community at least, cannot but brand them as supercilious or, as the critics' critics may put it, "half baked high brows."

The critic with a formula is bound to be mostly a negative, carping, constantly dissatisfied one. Because a Hollywood production does not square with his conception of what the Old Globe players would have done, he sees no good in the result. Regretting that some artistic hero of his did not execute the idea, he is likely to make absurd comparisons between what is and what might have been.

The essence of competent reviewing of any kind is understanding an artist's purpose so as to interpret it to others. Any art form—painting, drama, the novel, music, etc.—is a medium of communication. No artistic creation should be condemned merely because of inability to understand its language although those who hold that the artist should use a vocabulary which it is possible for others to learn have a valid point.

The duty of the reviewer or critic, in addition to that of describing a piece of art or an artistic event, should be to assist his readers in an understanding of the artist's motives to enhance their enjoyment of it. This obligation is prerequisite to that of passing expert judgment upon the artist's success in his undertaking; the role of evaluator is one which the critic-reporter should postpone until he has reached maturity himself in objective understanding, and not even then if his public consists largely of laymen. The greatest service the newspaper which gives space to artistic news can perform for both artists and spectators or auditors is to interpret the former to the latter. The educational background that such service requires easily may be imagined.

The writers of the following examples attempted to explain motives without passing judgment:

Ever since the "Zwei Herzen im Dre-Viertel Takt" of 1930 there have been recurrences of the Vienna motif, some of them successful, some of them passable, but

nearly all concerned with the Vienna of the Hapsburgs, before the war, inflation and a changing political concept had altered matters.

Without trying to be obscure, it must be said that the Viennese film as this country knows it has been chiefly concerned with a felicitous design for living known as "Gemuetlichkeit." There have been gayety, comfortable living, wine and lieder. Little has been filmed about the post-war Vienna, the Vienna that tried to be gay through daily bankruptcies, bank crashes, the post-war moral letdown and the period of hopeless inflation.

Yesterday, however, such a film reached Broadway, the picture that won the Volpi Cup at the Venice Biennial exposition, called, for local audiences, "Episode." Paula Wessely plays the part of a young art student through these critical years. Miss Wessely has said of her role, "My part is of the type that surely must be the secret yearning of every actress to play at least once—that of a woman whose innermost feelings are not alien to her. As the picture's Valerie Gaertner I could be myself."

—New York Times

Under the auspices of the Adult Education council and the cooperation of the Greek people and the Greek Orthodox churches of Chicago, Vassos and Tanagra Kanellos, directors of the Institute of Hellenic Chorodrama at Athens, presented in Orchestra hall last night a program of music, dance and drama drawn in great part from ancient Attic sources.

The performance brought the Chicago observance of the Greek Orthodox Easter week to a climax and was intended also as a tribute to the University of Athens, which is now celebrating its centennial.

From a purely cultural standpoint the prime purpose of the program was to reproduce, as accurately as possible, the blend of the arts which distinguished ancient Greek drama. To this end excerpts from Aeschylus' "Prometheus Bound" and Euripides' "The Trojan Woman" were presented in what was announced as a close approximation of their original form. A vast amount of scholarship has gone into the process of determining just what that form was. —Chicago Daily Tribune

Reviewing. The difference between reviewing and criticism has been implied in the discussions under both previous headings. No matter how critical he may become with experience and expert judgment, no writer of the arts can overlook his duty to supply the answer to the question, "What is it like?" to the reader who has not read the book, attended the play or viewed the exhibit in question.

Is it a book about Russia or about how to raise puppies? A farce or a tragedy? A painting in imitation of Cezanne or one suggestive of Paul Cadmus? The reader who must select the books he reads, the motion pictures, plays and musical events he attends, expects the newspaper to tell him the answers. He wants, furthermore, an honest, fair statement, not an advertiser's blurb; and he doesn't want his pleasure spoiled by being told too much. That is, if the success of the playwright or novelist depends upon an unusual plot incident, it is unfair to both the artist and

his audience for the writer to reveal its nature. How to convey an adequate impression of the nature of an artistic creation without spoiling one's fun demands only that quality known as common sense.

Classifiable as reviews, as distinguished from criticisms, are all examples given so far in this chapter. However, whereas they emphasized either aesthetic events or artistic motives, the writers of the following stressed content:

"THE KID FROM BROOKLYN," at the SHUBERT, stars Danny Kaye, Virginia Mayo, Vera-Ellen and the Goldwyn Girls in a story of a milkman, Kaye, who gets involved in a "difference" with a couple of tough but inebriated characters. When the "difference" clears up, there are the two tough mugs, flat on their backs on the sidewalk, knocked out cold, and there's the milkman, who isn't strong enough to mangle a paper bag, still on his feet, standing over them. One of the tough guys happened to be the middleweight boxing champ. The milkman's famous! . . .

—St. Louis *Post-Dispatch*

THE JEWISH PEOPLE: PAST AND PRESENT. Jewish Encyclopedia Handbooks. 430 pp. \$10.

To acquaint American Jews with the cultural legacy with which Hitler unwittingly endowed them is the purpose of a three-volume encyclopedia of Jewish history, religion, culture and sociology, the first volume of which has just been published, under the editorship of a group of European scholars.

Basically, the work is a translation of part of the 20-volume General Encyclopedia in Yiddish, one-third of which had been published in Paris before the outbreak of the war in 1939. Included, however, are new and additional articles by eminent American and English specialists.

The first volume comprises monographs on Jewish anthropology, archaeology, ancient and modern history, and the origin and growth of Jewish religion, philosophy and mysticism.

The contributors are noted in their respective fields. . . . —New York *Post*

Criticism. To pass judgment upon the merits of a book, play, painting, musical number, motion picture or any other attempt at art demands expert judgment. To be an expert one must have a specialist's education and training. This does not mean necessarily that the newspaper critic must be able to produce masterpieces himself to be qualified to pass judgment upon the efforts of another, but it does mean that he must have a thoroughgoing understanding of the field about which he writes.

It is not peculiar that supposedly expert critics often do not agree. Neither do political theorists, economists or scientists. A difference of opinion among specialists, however, is based upon sound principles whereas philistines have as their premises only stereotypes.

The critic who wins the respect of readers usually is one who has

proved his ability to report correctly an artistic event and to review fairly the nature of a piece of art. If he can observe correctly and interpret with understanding, he also may be trusted as an artistic "tipster." If he lacks either of the other qualities, however, his starred selections will be ignored.

These, then, are the three responsibilities of the finished critic, which the ambitious beginner would do well to master one at a time in order: (1) to describe objectively an artistic object or event; (2) to explain what the artist intends it to convey; (3) to pass expert judgment on the artist's success in achieving his purpose.

Note in the following examples how the writers, although passing critical judgments, remained aware of their roles as reporters:

ROSE MARIE: At the Fair Park Casino. A musical play in three acts by Rudolf Friml. Book and lyrics by Otto Harbach and Oscar Hammerstein II. Staged by Jose Ruben. Musical direction of Giuseppe Bamboschek. Chorus and ensembles directed by Carl Randall. Scenery by Karl Koeck and August Meyer. The cast:

Emile La Flamme.....George Young
Sergeant Malone.....Carlton Gauld
Black Eagle.....Craig Timberlake
Lady Jane.....Nina Olivette
Edward Hawley.....Rolin Bauer
Wanda.....Elizabeth Houston

Hard-Boiled Herman.....Johnny Silver
Jim Kenyon.....Walter Cassel
Rose Marie La Flamme.....Christina Carroll
Ethel Brander.....Evelyn Daw
Nutsie.....Chris Robinson
Conductor, Giuseppe Bamboschek.

By John Rosenfield

No matter what happens in between, the first and last weeks of a Starlight Operetta season at the Fair Park Casino are dependable. "Rose Marie," which opened the tenth and final week Monday night, is in the tradition, a good show. Four solid song hits, a quantity of good singing, the best totem dance yet for the Casino and some miscellaneous comedy that the large crowd enjoyed determinedly, made a respectable sum of diversion for the 2,900 patrons.

"Rose Marie" is the third Friml opus of the summer although Herman Stothart, now of the MGM studios, deserves an assist. Not a little of the score is his or of his fashioning. Anyhow the title song which goes "Rose Marie, I Love You" was the first show-stopper, especially as Walter Cassel sang it.

Christina Carroll, with a slightly full-blown beauty with an excellent voice and much temperamental warmth, ululated the "Indian Love Call" to everybody's satisfaction, every time she sang it, which was often. She also salvaged "Lak Jemm," a fairish piece that most of us had forgotten.

For the "Totem Tom-Tom" number Carl Randall sent the tout ensemble on stage as vivid as the Indians they were supposed to be. They negotiated impressive serpentine in quick-step, a few pinwheels, a linear collapse and some ritualistic semaphore movements. The number worked up to a high pitch of excitement. This was good going, especially on a strangely cramped stage. We don't know why the wood wings were brought in so far.

Mr. Cassel and Miss Carroll transacted the Canadian love affair with communi-

cative ardor. Not even the first-act black-out could break their betrothal clinch. Here, too, were splendid young American voices of Metropolitan Opera caliber as well as record and such vocalism cannot be improved on these days. . . .

—Dallas *Morning News*

That popular character, Superman, has a good deal in common with the magic-makers of the past, Dr. Arturo Castiglioni remarks in his "Adventures of the Mind,"* a fine book about magic, myths, demonology and such. Our modern wizards use new ways to produce old effects. We hear more about radio than about telepathy, more about television than about divination, but we're still awfully credulous. If Merlin were to turn up again he would find his old field rather crowded.

"Adventures of the Mind" follows the history of man's credulities and superstitions and bigotries from the earliest days to right now. It holds a fascinating lot of material drawn from all countries and times. Dr. Castiglioni has a cool, expert, skeptical way of presenting his findings, but he is not uninterested in the fate of gullible man. His careful analysis of the mass suggestion exercised so disastrously by the dictators proves that.

An authority on the history of medicine, which he has been teaching in this country since Mussolini forced him out of Italy, Dr. Castiglioni long ago noticed the widespread belief in wonder-healing, the eternal desire for miracles. This is animated always by a desire for escape, and is the general basis for magic practices. Studying it with the eye of a physician, Dr. Castiglioni goes on to examine man's vulnerability to mass-psychoses, which can affect nations as dangerously as epidemics. . . .

*ADVENTURES OF THE MIND. By Arturo Castiglioni, M.D. 428 pages. Knopf. \$4.50. —"Books of the Times," by Charles Poore, New York *Times*

HANDLING THE ASSIGNMENT

Two factors which the reviewer-critic must bear in mind are: (1) are those upon whose work he is to pass judgment professionals or amateurs? (2) is the performance (dramatic or musical), production, presentation, or object of art an original creation or a copy or imitation?

It is unfair to judge an amateur by professional standards. The home talent cast usually gets as much fun out of rehearsing and acting as do the relatives and friends who witness the result. Generally amateur events should be reported objectively with the audience's reactions as the guide.

Whereas Broadway first nighters are as interested in the work of a playwright as in the excellence of actors, when the local dramatic club puts on something by Oscar Wilde or Somerset Maugham, it is stupid to place the emphasis in the review upon the familiar plot or problem with which the dramatist was concerned. Rather, it is the acting and staging which should command attention.

The broader the critic's background the better able he is to make

comparisons between immediate and past events. If he has seen several actresses play the same part, he can explain the differences in interpretations. When a motion picture is adapted from a novel, short story or stage play, he can point out the changes made in plot and artistic emphasis. The same orchestra under different conductors behaves differently in rendering the same musical masterpiece; two authors handling the same subject may have little in common as to either method or conclusions.

Motion Pictures. There are few places large enough to support a newspaper which do not also have a motion picture theater. For the assistance of small town editors motion picture producers issue publicity material descriptive of their films and performers. Obviously, however, much to be preferred is the locally written review or criticism composed from the standpoint of the audience rather than that of the advertiser; fearlessness is a quality without which motion picture reviewing is likely to be jejune.

Note how different phases of critical interest are emphasized in the following examples:

PLAYWRIGHT'S SKILL

George Bernard Shaw's own interpretation of the invasion of Egypt by Julius Caesar is presented with more spectacle than wit in the screen version by the Irish dramatist of his play "Caesar and Cleopatra," which is the main attraction at Loew's this week. And far from being a tyrant, Mr. Shaw's Caesar is a whimsical soul and a matchmaker to boot.

After pursuing the defeated Pompey into the desert, where he finds a scared little girl queen curled up in a kitten of a Sphinx and being dubbed an old gentleman by her, the mighty conqueror escorts her to the desert palace where she is in exile and gives her a lesson or two on queenly behavior. . . . —*Louisville Courier-Journal*

SKILL OF ADAPTATION

Those who have read "The Big Sleep" by Raymond Chandler will be wondering what's left of it in the movie at the Strand Theatre. They will be pleasantly surprised to meet all the characters, the many murders, the headlong pace, passion and excitement, and more than a suggestion of the book's unflinching view of naughty people.

They may be a little disappointed to find that Carmen is no longer able to flaunt her nakedness or fully demonstrate the nympho strain that makes her tick so dangerously. But the picture has certainly gone as far as movie rules allow in documenting passion and violence, the chief ingredients of this tightly packed thriller. In certain horsey bits of dialogue it has utilized double meanings to push back the walls of censorship in ways that should be harmless to the young but meaningful to adults. . . . —*New York Post*

GENERAL EFFECT

"THE SEVENTH VEIL"—UPTOWN-ESQUIRE-FAIRWAY

Psychological drama, a Sydney Box-Ortus production released by Universal. Original story and screen play by Muriel and Sydney Box. Directed by Compton Bennett, with the following cast:

Nicholas	James Mason	Dr. Irving	Manning Whiley
Francesca	Ann Todd	Nurse	Grace Allardyce
Dr. Larsen	Herbert Lom	Parker	Ernest Davies
Peter Gay	Hugh McDermott	James	James Slater
Maxwell Leyden	Albert Lieven	Conductors ..	Arnold Goldsborough and
Susan Brook	Yvonne Owen	Muir Mathieson	
Dr. Kendal	David Horne		

If you have any prejudice against British-made pictures we suggest you leave them at home and go along and see "The Seventh Veil," in which a London film company gives Hollywood a few pointers on how to make a picture.

"The Seventh Veil" not only has an absorbing psychological plot, it works in some magnificent music by the London Symphony orchestra and introduces a pair of stars who should set American audiences clamoring for more.

The stars are Ann Todd and James Mason. The latter, we understand, is the current heart throb in England, sort of a combination Van Johnson and Humphrey Bogart with a broad "A." Miss Todd, besides giving a fine, sensitive performance, has a beauty which puts her several notches above the average Hollywood doll. If she and Mason don't become as popular here as they are on the other side of the Atlantic we'll be greatly surprised.

The story of "The Seventh Veil" is a variation of the Svengali formula. . . .

—Kansas City *Star*

ACTING

"TO EACH HIS OWN"

A Paramount picture produced by Charles Brackett, directed by Mitchell Leisen, presented at the State-Lake Theater.

THE CAST.

Miss Norris	Olivia De Havilland	Mr. Norris	Griff Barnett
Corinne Pierson	Mary Anderson	Belle Ingham	Alma Macrorie
Lord Desham	Roland Culver	Griggsy (5½ year)	Bill Ward
Liz Lorimer	Virginia Welles	Babe	Frank Faylen
Alex Pierson	Phillip Terry	Dr. Hunt	Willard Robertson
Mac Tilton	Bill Goodwin	Mr. Clinton	Arthur Loft
Captain Bart Cosgrove;		Mrs. Clinton	Virginia Farmer
Griggsy, the man	John Lund	Miss Pringle	Doris Lloyd
Daisy Gingras	Victoria Horne		

By Sam Lesner

Olivia De Havilland, star of "To Each His Own," an engrossing screen drama now at the State Lake Theater, makes memorable her characterization of Josephine Norris, a small-town girl.

Miss De Havilland is called upon to shadow box for a portion of the picture but once she sees her "opponent" she makes every punch tell.

If you have any pet theories about mother love, pro or con, you will find "To Each

His Own" a fertile field for further study of the subject. The film is cautiously labeled: "Adult entertainment—no children, please," but the reason is not apparent except that children accompanying their parents might not understand why their mothers are sobbing and sniffing as the story of the small town unwed mother unfolds.

What is apparent is Miss De Havilland's distinguished talent for dramatic acting, particularly in the latter half of the story. . . .

—Chicago *Daily News*

COMPARISON OF ROLES

THEY WERE SISTERS, screen play by Roland Pertwee, adapted by Katharine Strueby; from the novel by Dorothy Whipple; directed by Arthur Crabtree; produced by Harold Huth; a Gainsborough Picture produced in England for the J. Arthur Rank Organization and released here by Universal Pictures.

Lucy.....Phyllis Calvert
Geoffrey.....James Mason
Vera.....Anne Crawford
Charlotte.....Dulcie Gray
Margaret.....Pamela Kellino
William.....Peter Murray Hill
Terry.....Hugh Sinclair
Brian.....Barrie Livesey

Judith.....Ann Stephens
Sarah.....Helen Stephens
Stephen.....John Gilpin
John.....Brian Nissen
Mr. Field.....David Horne
Coroner.....Brefni O'Rourke
Sir Hamish Nair.....Roland Pertwee
Mrs. Pursley.....Amy Veness

As a man who has built himself a not-insubstantial film following, James Mason apparently is not the lad to go far afield for further laurels. And in "They Were Sisters," which came to the Winter Garden yesterday, Mr. Mason again is the brooding, Svengali-like, thoroughly dastardly villain who previously piqued the interest of his fans. But this British-made drama about the happy and unhappy marriages of three sisters is an adult and serious, yet overlong, narrative. And, while it generally makes its dramatic point, the motivation for the actions of the film's central character is tenuous. . . .

—New York *Times*

NATURE OF PLOT

MADONNA OF THE SEVEN MOONS: At the Melba. From the novel of Margery Lawrence. Screen play by Roland Pertwee. Produced in England by Gainsborough Pictures and released in American by Universal. Directed by Arthur Crabtree. The cast:

Madonna (Maddalena and Rosanna).....Phyllis Calvert
Nino.....Stewart Granger
Angela.....Patricia Roc
Sandro.....Peter Glenville
Giuseppe.....John Stuart
Ackroyd.....Reginald Tate
Logan.....Peter Murray-Hill

Nesta.....Dulcie Gray
Evelyn.....Alan Haines
Mrs. Fiske.....Hilda Bayley
Millie.....Evelyn Darvell
Madame Barucci.....Nancy Price
Vittoria.....Jean Kent
Tessa.....Amy Veness

By John Rosenfield

"Madonna of the Seven Moons" is the most violent screen statement yet on the split personality. The picture asserts at the start that its bizarre case is known to medical science but we can assure you that the melodramatic values outweigh the clinical and probably are far more authentic.

Except for the British accents, the violence is Italian and operatic Italian at that. There is more stiletto work in "Madonna" than in both "Cavalleria" and "Pagliacci" combined. . . .

—Dallas *Morning News*

CONTENT OF PLOT

Biographical drama, produced by Robert Buckner for Warner Bros. Directed by Curt Bernhardt. Screen play by Keith Winter. Original story by Theodore Reeves. The cast:

Emily Bronte.....	Ida Lupino	Lady Thornton.....	Dame May Whitty
Arthur Nicholls.....	Paul Henreid	Monsieur Heger.....	Victor Francen
Charlotte Bronte....	Olivia DeHavilland	Mr. Bronte.....	Montagu Love
Thackeray.....	Sydney Greenstreet	Aunt Branwell.....	Ethel Griffies
Anne Bronte.....	Nancy Coleman	Sir John Thornton.....	Edmond Breon
Branwell Bronte.....	Arthur Kennedy	Madame Heger.....	Odette Myrtil

The lives of few literary figures have been surrounded with so much mystery and speculation as those of the Bronte sisters. Here were three daughters of a Yorkshire rector, who spent most of their lives in their father's home, and yet who produced novels which had a power and a knowledge of the passions of life which jolted the literary world of their day and are still read.

Charlotte Bronte with "Jane Eyre" and Emily with "Wuthering Heights" assured themselves permanent places among the writers of English. The youngest sister, Anne, wrote two novels of less worth than those of her sisters.

The drama inherent in the lives of these remarkable women, sheltered lives which produced ideas on love, shocking to their early Victorian readers, forms the basis for "Devotion," which opens at the Orpheum today. Unfortunately, the story of the Brontes was mainly a subjective one, with little of action or incident to provide an ideal plot for the screen. . . .

—Kansas City *Star*

COMPARISON OF FILMS

NOTORIOUS: screen play by Ben Hecht; directed and produced by Alfred Hitchcock for RKO-Radio Pictures. At the Radio City Music Hall.

Develin.....	Cary Grant	Walter Beardsley.....	Moroni Olsen
Alecia Huberman.....	Ingrid Bergman	Eric Mathis.....	Ivan Triesault
Alexander Sebastian.....	Claude Rains	Joseph.....	Alex Minotis
Paul Prescott.....	Louis Calhern	Mr. Hopkins.....	Wally Brown
Mme. Sebastian....	Madame Konstantin	Commodore.....	Sir Charles Mendl
"Dr. Anderson"....	Reinhold Schunzel		

By Bosley Crowther

It is obvious that Alfred Hitchcock, Ben Hecht and Ingrid Bergman form a team of motion-picture makers that should be publicly and heavily endowed. For they were the ones most responsible for "Spellbound," as director, writer and star, and now they have teamed together on another taut, superior film. It goes by the name of "Notorious" and it opened yesterday at the Music Hall. With Cary Grant as an additional asset, it is one of the most absorbing pictures of the year. . . .

—New York *Times*

The Stage. Most of what has been said about the motion picture applies also to the legitimate stage. If the play is a much-acted one, the reviewer should not devote any appreciable amount of space to relating the story of the plot or to describing the general motive. Rather, he should perform the difficult task of distinguishing between the acting and the

actor's role and should consider stage management and direction. Obviously to criticize effectively he must have some acquaintance with the technique of play production.

If the play is a production, the critic rightfully evaluates the playwright's success in achieving his purpose. Is there proper congruity in settings, costumes, language and plot? Is the action logical or is the happy ending arrived at by a series of unnatural coincidences? Are exits and entrances merely artificial devices to get characters on and off the stage?

If the production deals with a problem, is it met squarely or is it falsely simplified? Are the characters truly representative of the types they portray, or are they superficial or caricatures? Is the play propaganda? If it points a moral, is the playwright sincere or naive or bigoted? Is anything risqué just smut for smut's sake or is it essential for dramatic completeness?

These are just a few of the questions the critic must ask himself. For whatever conclusions he reaches he must give sound reasons. The following examples illustrate different approaches to the problem of dramatic reviewing. Note how the writer of the first story avoided retelling a familiar plot.

SUCCESS OF PRODUCTION

The Playbill

"The Voice of the Turtle," comedy in three acts by John van Druten, produced by Alfred de Liagre, Jr., and staged by Mr. van Druten with this cast:

Sally Middleton	Louisa Horton
Olive Lashbrooke	Peggy French
Bill Page	Harry Stephens

By R. E. P. Sensenderfer

It has been three years, lacking a couple of months, since "The Voice of the Turtle" slipped unostentatiously into town and, overnight, had Philadelphia's playgoers scurrying to the box office for seats. It remained a fortnight, then began an engagement in New York where it is still going merrily along, reaching its 1,000th performance tonight.

Meanwhile two more companies have been formed and one of these came to the Locust last night and proved that this enchanting comedy by John van Druten lost none of its lustre even if it has long since shed its original cast of Margaret Sullivan, Audrey Christie and Elliott Nugent.

That, however, may not be so unfortunate as it might seem. The late Percy Hammond once remarked that when actors know their parts well enough to play them in their sleep, they usually do.

So without wasting tears over the departed, let us say right here that Louisa

Horton brings such freshness and charm and vivacity to the role of Sally Middleton that to see her and hear her is a sheer delight.

Sally, by the way, is a little Missouri girl in New York trying to become an actress. She has a girl friend, Olive, somewhat on the predatory side, who, encumbered with a double date, unloads one of them, an Army sergeant, on Sally. How Sally makes the most of this and Olive lives to regret it is what Mr. van Druten has to tell about in his play.

These three characters, Sally, Olive and Sergeant Bill Page, are all the roles in the comedy, and all that are needed. In fact, any more, as the playwright has worked out his story, would be wholly superfluous.

Now to get back to Miss Horton. . . .

—Philadelphia *Evening Bulletin*

APPRAISAL

By Robert Pollak

Add to your list of thumping hits Elmer Rice's "Dream Girl," last night's entrant at the Selwyn and a consistently diverting and ingenious comedy.

Mr. Rice, usually given to more sober topics, has relaxed completely here and offers nothing more than a witty story of a girl, a pretty young thing who spends half her time day-dreaming. The result is a superb piece of theatrical craftsmanship, sensitive and smart, often howlingly funny and invariably pointed by the author's unerring direction, the handsome stage design and an able cast.

Georgina, the heroine of Rice's title, dwells in a cloud-cuckoo land and is the prototype of all nice young girls who build castles of fantasy. Her actual love life is quadrangular.

She pines for her brother-in-law, a preposterous stick of a young man straight out of Harold Bell Wright; she tipples with a middle-aged philanderer who wants to take her to Mexico for an illegal jaunt; and she collides violently with a sarcastic journalist who demands that she face a few facts. . . .

—Chicago *Times*

FEATURE TREATMENT

By Sidney J. Harris

An elderly lady with a high tight collar and a prim look around the mouth was sitting behind us last night at the opening of the Mae West opus, "Come On Up (Ring Twice)."

About the middle of the second act, she turned to her friend and snapped: "You know, I came here prepared to be shocked—but I'm afraid I'm just bored!"

Exactly my sentiments, madam. I was so bored that I spent most of the evening diligently studying my program, and can easily tell you the name of the house doctor (Bernstein), the make of piano used at the Selwyn (Kimball), the costume cleaners for the theater (Iralson & Son), and the location of all the exits in the house (seven on the main floor, eight in the balcony).

As for the proceedings on the stage, I'm a little foggy. There is a vague feeling in my mind that the play had something to do with Nazi spies, South American generals, U. S. senators, and at least two sailors who apparently were suffering from an advanced case of St. Vitus dance. Also, about 30 other assorted males, all eager to play post office with Mae West.

This is not to disparage the ever-lovin' Miss West who, at an age when other

women are knitting booties for their grandchildren, is still able to shake a mean hip and bat a seductive eyelid. . . .

—Chicago *Daily News*

Books. The first task of the editor of a book review page is one of selection of those few of the thousands of volumes published annually which are to receive mention. Harry Hanson, veteran newspaper and magazine book reviewer, told an *Editor and Publisher* interviewer:

The daily book review lifts a book from an overtowering mass of printed material and makes it an integral part of life. It often becomes news of the first order. Between the covers of all these volumes there may be an authoritative voice touching on our vital problems, and if this is true, that voice certainly deserves a hearing. The book reviewer's job, it seems to me, is to sort this flood of titles, find the one that fits in the day's news, and then write about it as news.

That the first duty of the writer about books is to assist readers to select those they wish to read also is the viewpoint of another leading reviewer, Joseph Wood Krutch, who said in the *Nation* for April 17, 1936:

The best review is not the one which is trying to be something else. It is not an independent essay on the subject of the book in hand and not an aesthetic discourse upon one of the literary genres. The best book review is the best review of the book in question, and the better it is the closer it sticks to its ostensible subject. . . . However penetrating a piece of writing may be, it is not a good review if it leaves the reader wondering what the book itself is like as a whole or it is concerned with only some aspects of the book's quality.

On the other hand, that the book review also may be an opportunity for good writing is recognized by Mrs. Irita Van Doren, editor of one of the most successful newspaper book reviewing departments in this country, *Books*, Sunday supplement of the New York *Herald Tribune*. Mrs. Van Doren told *Editor and Publisher*:

Book reviews generally fall into two classes. The strictly reportorial, which just gives an account of what the book is about, or merely outlines its plot, and the strictly critical, which is usually dull and dissertative. It has been our aim to choose a middle course. We try to give an account of the book and a critical opinion. We try to make the reviews not only authoritative but interesting in their own right. That is the reason we try to find the best writers to write about the best books.

As to the style of book reviewing or criticizing there is no formula. The writer is free to use virtually any method he chooses, the only test being the effectiveness of the style used. Somewhere in the review or criticism the writer should be expected to classify the book as to type—

fiction, philosophy, biography, etc.—to describe its contents, communicate something of its quality and pass judgment upon it.

The writer should be warned against misuse of clichés and omnibus words, especially adjectives such as “vigorous,” “amazing,” “haunting,” “powerful,” “gripping,” “exciting,” “thrilling” and the like. The following leads illustrate several different approaches to book reviewing:

THE BOOK'S ORIGIN

*(Author's preparation or position as an authority;
story of the research or of the manuscript)*

THE DISCOVERY OF INDIA, by Jawaharlal Nehru. John Day. 595 pp. \$5.

Quite by accident the British performed a service for India and the world when last they jailed Nehru.

They could not have blundered upon a better method for giving the great liberal leader the leisure to write his third and finest book.

In Nehru, East and West meet; scientist and mystic merge; man of action and introvert blend. He is historian, philosopher and practical politician.

But he is much more than all these things—he is a liberal and inspiring leader of men, almost the only prophet who can lead his persecuted people out of bondage.

Therefore his books take on the immeasurably greater significance of blueprints for the new India.

To integrate the future with the past Nehru has studied some six thousand years of Indian civilization. . . .

—Sterling North, *New York Post*

Some years ago the Yale Clinic of Child Development, working as a co-operative group, produced a volume, “First Five Years of Life.” Now the director of the clinic, Dr. Arnold Gesell, in collaboration with Dr. Frances Ilg and others of the staff, have issued “The Child from Five to Ten,” (Harper; \$4.00), in which they report the results of the investigation into those years in a child's life when he begins to become a part of the world in a sense different from that of the infant.

Both books, are, of course, formal clinical reports. But though they are written for the student the authors have managed to set down their findings in fairly simple form. The intelligent layman, I should say, can learn much from the book, and I think a good many parents will. . . .

—Joseph Henry Jackson, *San Francisco Chronicle*

The conclusions of a Cleveland specialist's quarter-century of medical research and experience are summarized in a volume recently published.

Dr. Henry J. John, widely known for his work with diabetic patients, is the author of the book titled simply, “Diabetes.” He began his manuscript nearly two years ago, while he was an Army lieutenant colonel and chief of medical service at Lawson General Hospital, Atlanta, Ga.

Dr. John disclaims writing a definitive treatise on the subject.

“It was done for the average medical man in practice, who may have theoretical knowledge of diabetes but may lack experience in the practical application of this knowledge,” he explained.

Directed chiefly to the medical profession, "Diabetes" nevertheless has several chapters of interest to the lay reader.

"Take Chapter Five," suggested Dr. John. "There I write about obesity."

Obesity, he points out in his book, has a definite relationship to diabetes. Of 2,000 patients examined by him, 76 per cent were, or had been, overweight.

"There's no excuse for overeating," asserted Dr. John.

Two other important chapters deal with the problems of pregnancy and diabetes and diabetic children.

As founder-director of unique Camp Ho-Mita-Koda for diabetic children—which he hopes to reopen in 1947—Dr. John has had ample opportunity to observe youthful victims of the disease.

The book also has a section on diet, made more practical by the inclusion of recipes.
—Marjorie Blossom, *Cleveland News*

COMPARISONS

*(With other books on the same subject or other
works by same author, possible stressing
author's development or decline)*

Only four months after the publication in this country of "Peony," the second of Keith West's series of novels about ancient China, a third has appeared. It is "The Three Blossoms of Chang-an," and it is so similar to its predecessors one wonders if Mr. West can only, or only cares to, write one kind of book. The kind, of course, is unique. No other Westerner has ever attempted such suave and ironic comedies about aristocratic Chinese life. And few other Westerners are sufficiently steeped in Chinese art and literature even to contemplate such a task. With learning, with wit and with quite marvelous dexterity of chiseled phrase, Mr. West has engraved his lovely word pictures. But, although their lacquered manner and artfully artificial composition are impressive, his novels are too stiff and bloodless to be continuously satisfying. One of them is a refreshing novelty; three are a surfeit . . .

—By Orville Prescott, *New York Times*

Please Send Me Absolutely Free . . . by Arkady Leokum (Harper; \$2.50).

Here is the second recent novel to swing a haymaker at one way of making hay: the advertising business.

When we first meet Gene Winter, Leokum's hero, he is willing or almost willing, for he's a waiter in a summer hotel, to starve for the sake of his writing. When we leave him, he has been taking in 50 grand a year as copy chief for a big advertising agency.

In the background stands a Professor Wurden, who believed in Gene's early talent and who serves as the salve for his conscience. The richer Gene becomes, the more he reassures himself with Wurden's high regard, until Wurden sees him in his new character as prophet of soap.

Leokum introduces more flesh-and-blood people, particularly the "Maggie" who supports him, the sculptor who stole her away, Merry the nymphomaniac, and Frieda and her family.

There's an occasional boisterousness about this first novel, a hint of raw force, which augers well for the second. The writing, however, is uneven.

—Washington Post

THERE WERE TWO PIRATES. By James Branch Cabell. New York: Farrar, Straus. \$3.

This fable may very well be remembered as the volume for which the author becomes again James Branch Cabell instead of the Branch Cabell which he signed to his volumes in the years after the completion of the "Biography of the Life of Manuel." That has been, as memory establishes it, a decade and a half ago. Mr. Cabell is now out of fashion. He belongs with the writers whose style was called classic a few years back, and he was extravagantly admired during the twenties. At the moment, he isn't serious enough to satisfy the reviewer. The subject matter of this new book is even less substantial than that of his earlier books . . .

—Paul Crume, Dallas *Morning News*

SETTING

*(Emphasizes timeliness of book—how it
"fits into" the contemporary scene)*

SOUTHERN CALIFORNIA COUNTRY, by Carey McWilliams (Duell, Sloan & Pearce, New York).

The Southern California country, bounded on the north by the Tehachapi range, has long been known as "the land of fiction and not of fact," but now comes Carey McWilliams to make it real and understandable. His contribution to the American Folkways series of books is a volume packed with vitalized information. In it we find geographical information: "The Indian in the Closet," history and legend of the Californios and Mexicanos, "Cathay in the South," "The Folklore of Climatology," years of the boom, the cultural landscape, the importance of water, the sociology of the boom, a critical study of Los Angeles, "The Politics of Utopia," "The Island of Hollywood," and other subjects . . .

—Otto Ernest Rayburn, Kansas City *Star*

AMERICAN FOREIGN POLICY IN THE MAKING, 1932-1940. By Charles A. Beard. New Haven: Yale University Press. \$4.

At a moment in the history of democracy when its American exponents watch with subconscious fear the battle of diplomatic wits between leaders of a totalitarian government and their own representatives, Charles A. Beard makes a study in responsibilities for World War II.

It takes the form of a report on American foreign policy between 1932 and 1940. The famed historian and political scientist takes the popular thesis that American isolationist public opinion prevented President Roosevelt and Secretary Hull from setting an international-minded foreign policy that would have averted the war and then plumbs it . . .

—Lois Sager, Dallas *Morning News*

THEME

*(Epitomized by reviewer or explained by
quotation from the book)*

LAND OF PLENTY, by Walter Dorwin Teague (Harcourt, Brace & Co., New York)

An alluring future of wealth creation, tranquillity and happiness is ours, if only we have sense to use the scientific, technological and productive resources now at our command. Our own garden is our first responsibility. We have to demonstrate

our capacity for efficiency in solving our domestic problems before we are ready to deal with other peoples' destinies.

Briefly, this is what this book by a distinguished American industrial designer is about. His one condition for the Golden Age he envisions is that it must be fashioned by individual enterprise; in the confidence, courage and freedom of the individual is the motive power to expand human welfare, or so he insists . . .

—Guy Trail, *St. Louis Post-Dispatch*

"Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and cheer and give strength to body and soul alike." This was the creed of John Muir, the great naturalist Wisconsin proudly claims as her own.

A new biography of Muir, "Son of the Wilderness," by Linnie Marsh Wolfe (Alfred A. Knopf), shows the gradual integration of a man who was truly a son of the wilderness—a wilderness of the outdoors, principally, but a wilderness of the emotions as well. He was a man whose talents, which first began to take shape in Wisconsin, led him at various times toward mechanical invention, toward botany, toward glaciology and toward writing. Some of these talents went hand in hand, but some fought with one another, making the choice of a life work a real torment to the man so blessed with genius . . .

—Milwaukee *Journal*

CONTENTS

(*Plot or subject matter*)

THE FIRE OF THE LORD, by Norman Nicholson. Dutton \$2.50.

The scene of this novel is Odborough, a little English village where farm gives way to factory, with a monstrous slagbank overlooking the Green, St. Kentigern's where the people worship, the Mungo Arms where they drink, and Marsh Edge st. where they buy pasties.

The time is a short five wartime months, from November 5 to Easter Sunday. The plot is just a switching back and forth between righteousness and sin, loving and not loving.

But the people are the thing, for this, as all novels should be, is about people . . .

—W. C. Rogers, *Washington Post*

BLOOD OF THE LAMB, by Charles H. Baker, Jr. (275 pages; Rinehart & Co., Inc., New York).

This is the story of Love Gudger, a self-elected preacher, and of the holy-rolling zealots who were his followers.

Gudger had a strange compromise with the Lord. Of the Ten Commandments, he kept nine. He figured if he were conscientious about the nine, God wouldn't pester him about the seventh. It is doubtful that the Lord forgave him; it was a marked certainty that irate kinsmen of the "ewe lambs" of his flock that he violated did not forgive him . . .

—Kansas City *Star*

READER'S PREPARATION

(*General setting, intellectual background,
philosophic currents, etc.*)

SOME DAY THE DREAM. By Magdalena Mondragon. New York; Dial. \$3.

Some books, particularly among them, we suppose, first novels, seem to be the outpouring of an overful heart. They are written in one great gush which often

makes up, in emotional impact, for what is lacking in form or style. Other books are celebrated, and though they hatch out as completely accoutred as Minerva herself, they never do come alive. Some few, of course, are truly created.

"Some Day the Dream," by the Mexican journalist, Magdalena Mondragon, gives us an impression we have never had before: it seems to have been thrown up. Out of her indignation and sense of shock over poverty, ignorance, filth and injustice, Sra. Mondragon has spat forth this novel as though, by tossing in the reader's face the many wrongs which have induced such nausea in her, she somehow could rectify them all . . .

—Frances Denning, Dallas *Morning News*

Since the time of Horace and Virgil, at least, the bucolic pleasures of country life have beckoned city dwellers. Agrarian living has charmed us increasingly the more we became acquainted with its opposite, the life of town and city. The reason is, of course, more than simply man's perversity, which causes him to value most that which he does not have. There are rewards in country living which the city cannot give. And while there are also flies in the honey of rural life, these are not so apparent to the man in the street, dazed by noise, choked by soot and jostled by crowds.

Hal Borland's "An American Year," a book of sketches about rural life and all the related topics that occur to an inquiring, urbane mind, is composed in the fresh, philosophic, engaging style that has marked the more rewarding writers of the pastoral since Quintus Horatius Flaccus meditated on life and nature from his farm in the Sabine hills . . .

—Nash K. Burger, New York *Times*

IN YOUTH IS PLEASURE, by Denton Welch (230 pages; L. B. Fischer, New York).

Most people would probably not choose, if they had the choice, to relive the years of their adolescence. That troubled, confused period is, many of us feel, well forgotten. Perhaps it is because we do not enjoy being reminded, unless in a romantically idealized way, of that period that so few truly realistic books about adolescents ever become popular.

At any rate, for whatever reason, "In Youth Is Pleasure" is not the most enjoyable reading despite its many technical merits. Treating the summer holiday of a 15-year-old English schoolboy, largely from a stream-of-consciousness point of view, it leaves an impression somewhat like that of a psychoanalyst's case history. And it has the same sort of morbid fascination . . .

—Kansas City *Star*

REVIEWER'S PREPARATION

(Confession of prejudices, often by use of first person, guides reader in evaluating reviewer's competence)

ADVENTURES OF THE MIND. By Arturo Castiglioni, M.D. (Knopf. \$4.50.)

Before I tell you what I like about this book (which is considerable), let me first of all make a categorical objection to all books of this sort. Namely, while they purport to be written for the layman, they are written in a style that frightens away all but the most tenacious readers.

Let us take a pretty typical sentence in this book: "In keeping with the normal evolutionary progress of the critical personality effected by the increase of knowledge, with the perfecting of perceptions, thanks to instruments that prolong or amplify the

range of our senses (such as the microscope or the telescope), our volitional faculties are readjusted."

Now all the author is saying here is that "the more we learn about the world, the better we can control ourselves." Then why didn't he say it this way? Because, I suppose, it sounds more erudite the other way. But such writing tends to defeat its own purpose; because most people won't want to wade through the swamp to find the dry land.

I may be mis-accusing the author, since the book has been translated from the Italian. But Italian is a remarkably fluid language; it is almost impossible to write ponderously in Italian, just as it is almost impossible to write simply in German.

Either the translator is an insufferable pedant, or else the author should be prosecuted for assault and battery on the Italian language.

In some ways, "Adventures of the Mind" is a companion piece to Frazier's classic "Golden Bough." Dr. Castiglioni has sought to investigate the history of superstition throughout the ages, from the ancient witch-doctor to the modern political leader . . .

—Sydney Justin Harris, *Chicago Daily News*

JOY IN THE MORNING. By P. G. Wodehouse. Doubleday, 281 pp. \$2.

P. G. Wodehouse is like limburger cheese. If you like him (or it) you are simply crazy about him. If you don't, you hold your nose.

Rare indeed are the "in-betweeners," those who can take him or leave him alone. I am one of these rare fellows when it comes to Wodehouse, but I think I'm starting to lean toward the nose-holding group.

Maybe I'm just getting old . . .

—Herman Kogan, *Chicago Sun*

REVIEWER'S JUDGMENT

If you want to know how romantic war can be, read "Into Siam: Underground Kingdom" (Bobbs-Merrill, \$3.50) by Nicol Smith and Blake Clark, both lately of the Office of Strategic Services. Mr. Smith has distinguished himself as a sort of minor Halliburton, an adventurous reporter of his own adventures, and because he had once motored down the Burma Road and had written about snakes, seems to have been picked by the great minds of the O.S.S. to penetrate mysterious Jap-and-tiger haunted Siam. Mr. Clark, hitherto best known as the author of "Remember Pearl Harbor," seems to have caught the mood.

So here is a streamlined war-time version of the romance of the East. A part of the story was told by Messrs. Ford and MacBain in "Cloak and Dagger," and by Stewart Alsop and Thomas Braden in "Sub Rosa," but without anything like as many packs of man-hunting tigers or a tithe of the drinking and wenching reported by the redoubtable Nicol Smith and his collaborator . . .

—Lewis Gannett, *New York Herald Tribune*

MIDWEST AT NOON, by Graham Hutton (351 pages; University of Chicago Press, Chicago).

Mid-westerners, says Graham Hutton, will argue at the drop of a hat. If he were not already convinced of that, Mr. Hutton would speedily have it demonstrated to him with the publication of his book. There is much in this friendly and basically sound study to which inhabitants of the region will take exception.

Kansas Citians, for example, will challenge Mr. Hutton's definition of the Middle West . . .

—Dwight Pennington, *Kansas City Star*

PHILOSOPHER'S QUEST. By Irwin Edman, New York: VIKING. \$3.

Without being able to define the term "philosopher" or to specify exactly what his search is about, Professor Edman of Columbia University makes out a pretty good case for philosophy as something to think about—perhaps even to live by. As a general reader who lacks completely the technical vocabulary of this social science—anyhow that's what university catalogues call philosophy—I can reassure any unwary reader that "Philosopher's Quest" will be quite within his grasp . . .

—John Chapman, *Dallas Morning News*

ANALYSIS

CONDITIONS OF CIVILIZED LIVING, by Robert Ulich. (Dutton, \$3.75.)

Professor Ulich's prose is rather massive and formidable, with a tendency to very large and abstract mouthfuls, as when for example he speaks of the absence in our civilization of "sufficient religious dynamic to recreate constantly faith in things transcendent" or of the need of "building up a spirit of organic belongingness." The professor is by birth a Bavarian, and I have the impression that most of his thinking, if not his writing, has been in his native language; all the same his thinking, like his observation, is sharp and lucid enough; he knows perfectly well what he is trying to say and manages to communicate it to any reader thoughtful enough to be interested and patient enough to follow him . . . —J. M. Lalley, *Washington Post*

A FRENCHMAN MUST DIE, by Kay Boyle. (213 pages, Simon & Schuster, New York).

A kindly reviewer wishing to find something about this novelette to write favorably of would have exhausted the possibilities by the time he commented on the format and typography. . . .

—Kansas City *Star*

Music. The reporter who is timid about covering a musical event because he lacks technical training in music, at least has the consolation that by far a majority of his readers, both those who attended the event under review and those who didn't, know no more than he. The superior musical review, of course, is written for both the professor of music and the music-lover. The qualities demanded of the musical critic were summarized as follows by the late Lawrence Gilman, long music critic for the New York *Herald Tribune* in an interview in *Editor and Publisher*:

The best music critic is a good newspaperman. Of course, he must know music, deeply and thoroughly and exactly; he must know what he is talking about. But the first and indispensable requirement of any article written for a newspaper, no matter on what subject, is that it must be readable—it must be interesting as well as clearly intelligible to the lay reader of average education. A professional musician might be able to write a competent, technical account of a composition or a musical performance. But his review would probably be interesting only to other musicians.

The chief aim of a newspaper critic must be to interest the general reader. And if he can interest those readers who have not heard the performance, as well as those who have, he is entitled to call it a day. Quite apart from its value as a report and

estimate of a musical performance, his criticism must be able to stand alone as an interesting, readable story.

It is the musician with whom the musical critic primarily is interested because only occasionally, even in the large cities, is he required to pass judgment upon a new symphony, opera or other musical creation. Thus, if the audience includes musically trained auditors, he may well take his cue from their reactions as to the merits of the performance. If he is woefully lacking in musical training, he can make his entire story descriptive of the audience or the personalities of the musicians.

The following examples indicate that even reviewers versed in musical language and able to comment expertly upon a musical event do not neglect their roles as reporters.

STAR PERFORMERS

By C. J. Bulliet

Zinka Milanov as the slave girl and Leonard Warren as her royal Ethiopian father succeeded at the Opera House last night in galvanizing "Aida" into the semblance of something worthy to open the season of Chicago Opera.

Luckily Verdi and his librettist Ghislanzoni had the foresight to give father and daughter a lot to do and a lot to sing about.

Miss Milanov, rapidly becoming a "veteran," was at her dramatic and vocal best.

Never has she succeeded more adroitly in weaving over her audience the magic spell that entralls to an intensity that all but hurts.

Except for her and Mr. Warren, who doesn't seem to know how to misuse his magnificent baritone, the performance last night had little to distinguish it. . . .

—Chicago *Daily News*

AUDIENCE CONDITIONS

CAST OF CHARACTERS.

Sir Tristran Testy, Sheriff of Nottingham	Robert E. Perry	Sir Guy of Gismorne	Eric Brotherson
Robert, Earl of Huntington (afterwards Robin Hood)	Richard Manning	Marian, daughter of Lord Fitzwalter (afterwards Maid Marian)	Eleanore Lutton
Little John	Earl Covert	Dame Durden, innkeeper	Nina Varela
Friar Tuck	Edwin Steffe	Annabel, her daughter Margaret Spencer	
Allan-A-Dale	Mary Hopple	Premiere Danseuse	Lisa Maslova
Will Scarlett	Charles Goodwin	Premier Danseur	Chris Volkoff

By Jack Balch

There were two villains at the opening of the show at Municipal Opera last night. One was the weather, played by the weather. The other was the Sheriff of Nottingham, whose job it was to make things miserable for the heroes and heroines of "Robin Hood," the opera by Reginald DeKoven, which inaugurated Municipal Opera in St. Louis back in 1919 and which returned last night for its fifth viewing.

By common consent of all hands, the weather remained nameless and eventually was defeated, kept off the stage. It had rained all afternoon and part of the evening.

Until 8:10 p.m., it was doubtful there'd be an opera. Then it was decided to go ahead. The "curtain" rose 15 minutes late, at 8:45 p.m., but the show continued without incident to its conclusion. The only real casualty brought about by this villain was among the dancers. Chris Volkoff and the Dancing Ballet had to leave out their first-act dance because the stage was too wet for safety. Volkoff and Lisa Maslova, that excellent team, had to tone down all their remaining dances, including a second-act number to Tchaikovsky music. Needless to say, Tony Nelle, ballet dance director, was heartbroken.

The Sheriff of Nottingham, on the other hand, was not only not kept off the stage, but was actually so well liked by the audience, which numbered 6000 persons, a remarkably large number, considering the weather, that he was even cheered and encouraged to take encores for his nasty work at the crossroads to Sherwood Forest, Robin Hood's hangout. The Sheriff was played by Robert E. Perry, the opera's stage director. It was a notable acting debut . . .

—St. Louis *Post-Dispatch*

PROGRAM FEATURE

By Francis D. Perkins

National Orchestral Association,
Leon Barzin, musical director, last concert of the season Monday evening at Carnegie Hall, with the following American program:

Overture, "Jubilation" (first performance) Robert Ward
Adagio and Allegro Robert Ward
Fantasy for violin and orchestra (first performance) George Kleinsinger

Soloist, Jacob Krachmalnick
Requiem, "in memory of a wondrous soul" (first performance)

Lazare Saminsky
Temple Emanu-El Choir; C. I. O. Chorus (Simon Rady, director); soloists, Barbara Stevenson, soprano; Elizabeth Dunning, contralto; Neville Landor, barytone; Quartet, Barbara Stevenson, soprano; Elsie MacFarlane, contralto; Joseph Portnoy, tenor, Franklin Day, barytone.

Three of the four works by American composers in Monday night's closing concert of the National Orchestral Association's series had their first public performances on this occasion. Robert Ward's new overture, "Jubilation," scored both its first and its second performances; Mr. Barzin repeating it after the intermission in place of originally scheduled unaccompanied singing by the C.I.O. Chorus . . .

—New York *Herald Tribune*

STAR PERFORMANCE

By John Rosenfield

"Rose Marie," the Friml musical show due at the Casino Monday night for the tenth and final week of Starlight Operettas, deserves a vote of gratitude from the fans who might be described under some circumstances as long suffering.

It was "Rose Marie" that moved the musical show from the Balkan throne rooms and Parisian cafes to the great outdoors. The trend was at best evanescent, but it was a trend and a relief.

"Rose Marie" came to Broadway in the early fall of 1924. By 1927 Florenz Ziegfeld copped the general idea but, by way of underlining a difference, moved the locale the length of a continent. "Rose Marie" happened mellifluously in the Canadian Rockies. Ziegfeld's "Rio Rita," a stupendous spectacle in oranges and browns, took place on the Mexican border.

Sigmund Romberg, who can write an operetta in imitation of anybody and often can improve the original, followed in 1930 with "Nina Rosa." Plot and tone had more than a coincidental resemblance to those of "Rio Rita" but the geography moved even farther south to Peru.

In a sense, "Rose Marie," "Rio Rita" and "Nina Rosa" are horse operettas. They afford opportunity for a certain musical robustiousness and offered something new in the local color that most operettas seek . . .

—Dallas *Morning News*

The Dance. Whereas music is written with complete directions by the composer to guide the virtuoso, and whereas rules for the playwright, novelist, painter and sculptor may be found in textbooks, no way as yet has been devised to score the movements which characterize what, historical evidence proves, was one of the first if not the original form of art. Motion picture recording may prove the way out for future teachers of the dance who wish to convey the qualities of the work of a Harald Kreutzberg or Ruth St. Denis.

The medium of the dance is motion, but motion may be either abstract or pantomimic, rhythmic or natural. Folk dancing, being pantomimic, reflects the customs of the people participating in it. Natural dancing consists in such normal movements as running, walking, skipping, leaping, etc., without studied posing. What is called the German school of dancing emphasizes strength, endurance and precision of movement. The ballet is rhythmic and repetitious. Greek or classical dancing, revived since the first World war by the late Isadora Duncan, is symbolic and involves the entire body, not just the head, arms and legs. Miss Duncan considered her art interpretative of poetry, music, the movements of nature and of moors and emotions; as such it defied analysis.

To review a dancing entertainment with any intelligence the reporter must understand the principles superficially sketched in the preceding two paragraphs. A sympathetic attitude perhaps is more essential than in reviewing any other form of art, if for no other reason than that it is the form with which the average person has the least everyday contact.

The first of the following two examples is serious criticism; the second is impressionistic reviewing:

SERIOUS ANALYSIS

By Walter Terry

The time has come to summarize Ballet Theatre's contributions to the spring season of ballet which came to an end last evening at the Metropolitan Opera House. The company, taken as an entity, remains the finest of all those which have appeared here in the last decade, for it is fresh and lively, it boasts personnel of varied talents in styles of dance and its corps de ballet, though not as fine as it was five seasons ago, is still the best in the business. And it is the corps de ballet which can almost make or break a company, for no star is brilliant enough to make one overlook a cluttered ensemble and a ballet in which the choreographic lines are garbled by an inadequate corps is as incoherent as a play in which the actors mumble their lines. Ballet Theatre's corps occasionally lisps or stutters, but it never mumbles; hence such ballets as "Giselle" or "Swan Lake" find the group giving articulation to the fantasy, the beauty and the romance inherent in their patterns of action. We have seen lines waver, arabesques held for too long, near traffic collisions in intricate passages, but such errors were the exception rather than the rule, and frequent and well conducted rehearsals could have easily eliminated them.

Talent in the Corps

Ballet Theatre's corps de ballet is not only a fine unit of dancers, which should be even better than it is, but it also is notable for the individual talents contained therein . . .

—New York *Herald Tribune*

FEATURE TREATMENT

"Hanging on by the eyebrows" isn't such a terrific stunt after you've seen Geraldine De Marlo, a Chicago girl, being whirled 'round 'n' 'round by her stalwart hubby and dancing partner, George.

Using "no hands" technique, "Gerri" hangs on—by a kiss!

Lips to lips, they swirl like a revolving door, on a binge in the Blackstone Hotel's Mayfair Room. Neither seems to hold the other as they dizzily gyrate.

Maybe it's the law of gravity as applied to rapid rotation—with osculation—that holds them together.

The kiss carrousel is merely a lively incident in the dancing of the De Marlos, which with the songs of the youthful ex-G.I. baritone, Donald Richards, comprise the Mayfair melange. Ernie Heckscher's Orchestra keeps the music at a fresh and bracing summer time temperature.

Opening with "Waltz to Leibstraum," the De Marlos transfer their rhythmic affections to sophisticated jive with a "Porgy and Bess" mess o' melody.

They introduce a novelty in ballroom dancing—voice-conditioned rumba. Miss Bonita Montez is the "Voice." Cuddled up in spotlight shadows, Bonita vocalizes the rhythms to which the De Marlos meander—with occasional spinning spurts as in a six-day bike grind.

Miss Montez is a chili-flavored chanteuse who, in the final number, "Espanola," goes out to get her man—and his name is George! . . .

—Chicago *Daily News*

The Fine Arts. The camera was to a large extent the cause of the contemporary "war" in the field of painting which has repercussions

among the sculptors and architects as well. Dadaism, futurism, surrealism and other recent "schools" of art are revolts against the formal, and a popular explanation given laymen is that the day of the portrait painter is gone and with it a theory as to the purpose of art. It is argued that the role of the twentieth century artist is to communicate an idea or an emotion; the extremes to which some go in upsetting tradition is dumbfounding to laymen. In the works of such painters as Grant Wood and Thomas Benton, who call themselves "regional" artists, is found an abandonment of the photographic purpose but the models still are recognizable.

Current tendencies in painting, sculpturing and architecture are not new. The history of art reveals that throughout the centuries every conceivable theory has been tried out. Likewise, the search for a definition of art is as old as artistic criticism; upon his answer to the question depends largely the nature of what an artist produces.

Through reading and fraternizing with artistic people the reporter can become educated in the meaning of art to the different "schools," the work of whose representatives he is called upon to review. In no other field is the responsibility for interpreting the artist to his public greater than in that of the manual arts. In fact, such interpretation is about all there is to this kind of criticism.

EMPHASIS ON ARTISTS

By Carlyle Burrows

The most impressive exhibition of the work of Georgia O'Keeffe, the distinguished American artist, which it has been our privilege to see opened last week at the Museum of Modern Art, consisting of fifty-odd paintings from various stages of her career and several drawings and watercolors. On display in four galleries on the third floor (next to the brilliant continuing Oceania display), it will continue through Aug. 25, one of the main summer exhibition features on the museum's calendar.

So steadily have Georgia O'Keeffe's exhibitions unfolded before New Yorkers on a year-to-year basis the show would seem perhaps superfluous to many were it not for the fact that no O'Keeffe display precisely so extensive has been held here. In 1923 Alfred Stieglitz, who began sponsoring her work as early as 1916, gave her a large show at the Anderson Galleries, and in 1934, a comparably arranged but relatively small group of paintings were shown at the gallery, An American Place. Since even the latter event much more has been placed to the artist's credit than could be exhibited, permitting a still broader range of exhibits.

Miss O'Keeffe is widely known, of course, as a painter in the abstract, one of the leading women exponents of this form of painting. How, early in her career, she took this direction is shown in her first drawings and paintings . . .

—New York *Herald Tribune*

EMPHASIS ON PAINTING

By Patricia Peck

There is a refreshing singlemindedness about the work of the Indian painters that I have seen. From their own people, they have such a bottomless reservoir of inspiration that they seldom feel the need to go afield. When they do, they are still governed by the innate sense of design that has characterized so many generations of Indian art.

The group of paintings and drawings which will open Sunday at the Dallas Museum of Fine Arts was collected by O. B. Jacobson of the art department of the University of Oklahoma. The majority of them were done in opaque water color, and all are devoted to the costumes and rituals of southwestern and western tribes.

Some of them, such as Peter Shelton's "Deer and Bunnies," or Wilson Dewey's "Horse and Rattlesnake" are excellent decoration as well as document. They are drawn lightly and surely and are beautifully composed. In others, there is less conscious pattern, but great accuracy of detail and color. This fidelity to fact is obliged to carry some of the pictures, where drawing certainly does not.

Names of the participating artists are in keeping with the subject matter. They include A. Bushyhead, Ace Blue Eagle See-Ru, and Sti-Mo-Ne . . .

—Dallas *Morning News*

Night Clubs. Eating places which provide stage shows are visited by serious reviewers as well as by gossip columnists.

You won't have to bring ear plugs any more when you listen to a dance band in a Broadway Theatre.

Take it from Bob Crosby at the Strand, Gene Krupa at the Capitol and Dick Stabile at the Paramount, "blatant swing" and "uncontrolled jazz" is deader than raccoon coats.

Crosby, for years famous for his Dixieland swing, says he saw the true light when he was a marine in Bougainville and "they wanted me to sing 'White Christmas.' And when tough marines want sweet stuff, that's something."

So, when he became a civilian 6 months ago, he reorganized his band. "I dropped the Dixieland stuff. I just forgot it. We've changed our arrangements to more melodic, sweeter—but still just as musical. Of course, we're still a jazz band, but not uncontrolled. We're now a melodic outfit" . . .

—Paul Denis, *New York Post*

By Gene Morgan

An event of caulifloral importance has just taken place in Wabash av's. spaghetti orchard, Colosimo's.

It was the debut here as cafe entertainers of those retread heroes of the squared arena, Slapsie Maxie Rosenbloom and Max Baer. (Slapsie pronounces it "da-butt.")

The event proved a pleasing surprise to well-wishers of these elder statesmen of the delicate art of scrambled ears. The boys (sic) didn't get stage fright. Both artists (that's even sicker) revealed unsuspected ability as balladists, bungstarter buffoons and raconteurs—but wait! Slapsie and Max mustn't think we are calling them names.

Fistiana's clean collar set was on hand to extend a royal welcome to these veterans of the G.A.R., the "G" indicating gorilla. The list of notables present was a lengthy one, reading from right to left, Jack Kearns . . . —*Chicago Daily News*

Radio. Columns of critical comment on radio programs are a new development.

Looks like the time Hoagy Carmichael spent in Portland during the premiere of the film "Canning Sausage" wasn't entirely wasted. His show this week sounded like a copy of the program Name Your Music which originates at KGW and is released to the network.

Same business of playing tunes and having the studio audience applaud. Winner being determined via applause meter. Even the same theme music, Say It With Music, inbetween routines . . .

—"Behind the Mike" with William Moyes, Portland *Oregonian*

Next to singing, prize-winning seems to be the thing that Genevieve Rowe does best. It all began back in 1929 when she became the youngest person ever to place first in an important national contest of that period.

That prize made it possible for her to go to New York to continue her study. So in 1932 she won the McDowell club award and the next year the National Federation of Music clubs biennial award in the radio field. A fellowship in the Juillard Graduate School of Opera came soon after. Miss Rowe's debut in New York's Town Hall in 1932 was followed by an NBC audition which landed her among the Johnny Presents Swing 14 and before long she was a soloist with such programs as Gaslight Gayeties, Highways in Melodies and NBC Concert orchestra.

Of course, Genevieve comes by her musical career naturally—her mother taught piano and music theory at Wooster College conservatory where her father was dean. Genevieve was playing Bach and Beethoven when she was six but it was singing she preferred and a singer she became. Right now she's featured soprano with Evening with Romberg and tonight at 10:30 NBC-WIOD, she'll be joining Reinhold Schmidt and Composer-conductor Sigmund Romberg's orchestra in a medley of hits from his operetta, "The New Moon." . . . —"Radio Programs," Miami *Herald*

For lack of anything constructive to do, I've been prowling around the audience participation shows again. There are a couple of new ones that are well worth not listening to. One is called the "Society of Amateur Chefs." I thought this would be about food but it is only dimly related to the appetite. In fact, it's a pretty distant relation to a radio program.

I'm too tired to comment on it. I'll just describe it, and you can dream up your own adjectives. Somebody on the program referred to it as a "kitchen clambake," and I'm afraid he's right. A kitchen clambake, in case you'd like to have one in your home, starts out with a lieutenant and a sergeant who pull ears of corn out of a tub with their teeth. Every time one gets an ear, he rushes over and kisses a Powers' model named Kay.

Allan Prescott was the master of ceremonies on this particular clambake. Let's see if we have an example of the Prescott prose around. Here we are: . . .

—"Radio in Review," by John Crosby, New York *Herald Tribune*

Aviation. Similarly, in recent years several newspapers have begun use of columns of comment and criticism of developments in aviation.

Evolution of the personal plane is progressing toward something practical in the way of a flying machine.

The latest 1946 model aircraft to give certainty to this theory is the Globe Swift. The early 1946 models have been improved with the major installation being an engine change that gives the plane 125 horsepower rather than 85.

With the additional power, the Swift is in the upper quality bracket of personal planes the individual can fly—and afford to own and operate.

Like the earlier model, the Swift is an all-metal aircraft, carrying pilot and passenger, and has the appearance of a fighter with the control characteristics of a 65-horsepower trainer—if the pilot will remember to be light on the controls.

The major impressions of flying the Swift are these: . . .

—“Aviation News,” by William Flynn, San Francisco *Chronicle*

New York, Aug. 5.—The airline people, in their mad rush to displace the horse as a medium of travel, have been so busy clipping minutes off flight time that they seem to have ignored or forgotten their ground department.

And, since they are always pressing the customer to sound off with complaints, on the basis of 10,000 recent air miles I intended to take them up on the offer.

I never did know what makes them stay up, but as long as the wings are glued on tight and the hostesses are pretty I am an airplane boy. In the air, that is. But if they don't take some of the slack out of their ground arrangements I am going to revert to the pogo stick.

In the last year I have spent so much time in airports that I am about to sprout a windsock from the back of my neck. This time has been passed, largely, in cursing the Wright Brothers . . .

—Robert C. Ruark, Scripps-Howard Staff Writer, Denver *Rocky Mountain News*

“Flying boxcars” are being operated now by two air lines between the Atlantic and Pacific coasts—and operated profitably, officials of the lines say. They expect to put on more cargo ships as soon as they are available.

American Airlines took the lead last summer, when it started to fly three exclusive cargo planes. United Air Lines put two in service in October, and other air lines intend to start similar service when the end of the war releases planes.

Now, passengers are being “bumped” from the air liners every day to make room for high priority freight, and at least one-third of the mail stamped for air delivery is being carried by rail because of lack of space on the planes.

Leads to Wild Guessing

All of which has given rise to fantastic predictions of the airplane driving the surface carriers out of business after the war. But you do not hear those predictions from the men whose job is to operate the planes and operate them at a profit. They are enthusiastic over the possibilities of both passenger and cargo carrying after the war. But, they say, the plane will augment, rather than supplant, the railroad train and the steamship. In fact, they foresee planes adding to the business of the surface carriers as they open up new commercial horizons . . .

—Clifford F. Butcher, Milwaukee *Journal*

CHAPTER XXX

FEATURES

BALLADE OF THE CITY ROOM

By *Emerson Robinson*

"Write me a song of the City Room,"
The editor croaked one day,
"Write of the birds who fuss and fume
And wail at the sheet's decay;
Write, but make sure that your roundelay
Will fit to a one-line head—
Damn all the news, and be sure to say,
'The paper has gone to bed.'"

"Write of the smokes that we all consume,
The nerves that we have to fray;
Write of the rewrites we have to groom
And the files where they rot away;
Write of reporters that come to stay
A year, but that leave, instead,
Owing us all—and be sure to say,
'The paper has gone to bed.'"

"Write of that pall of impending doom—
The deadline that turns us grey
Write of ye editor's constant gloom
At copy-boys who delay;
Write of the cuts that they don't display,
And linotype slugs of lead
That pi themselves—and be sure to say,
'The paper has gone to bed.'"

L'ENVOI

The Reporter's Reply:

"Editor, spare me a while, I pray,
The troubles that heap your head;
Give me my leave to be off—you say,
'The paper has gone to bed.'"

THE DIFFERENCE BETWEEN news and feature stories is largely one of intention. Numerous examples in preceding chapters have illustrated how unorthodox journalistic rhetorical methods, customarily associated with feature writing, may be used to improve ordinary news stories in which the writer's purpose is to be informative about overt happenings. On the other hand, a feature article emphasizing human interest may be composed according to the standard rules for formal news writing.

In addition to designating those stories of events which might have been written up in straight news style, the term "feature" also is used to include human interest stories related to or suggested by news events, a quantity of different types of articles only slightly or not at all connected with any news item, and a growing number of special informative articles and regular columns of advice and instructions.

FEATURIZED NEWS

"Make it into a feature," the reporter says to himself or is told by the city editor when he has a schedule of facts about something which actually has happened of little public importance but of considerable potential reader interest.

Oddities. One of the milestones in the evolution of the modern newspaper was when the James Gordon Bennetts began printing accounts of happenings which previously had been considered too trivial to merit attention. Today, without consciousness of the loss of any dignity, the average newspaper balances its offering of serious matter by a liberal sprinkling of "brighteners," usually brief, cleverly written feature items of relatively unimportant happenings. Some papers group a number of

CHAPTER OUTLINE

- I. Featurized News
 1. Oddities
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 5. Occupational Types
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 7. Stunts
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- III. Practical Guidance
 1. Food
 2. Dress
 3. Hobbies, Amusements, Pets
 4. Home; Garden
 5. Travel
 6. Beauty
 7. Etiquette
 8. Health
 9. Children
 10. Personal Problems

such shorts each day in a column headed "Oddities in the News," "Strange as It May Seem," or by some similar title.

The following examples illustrate how such news-feature brevities may appeal to different elements of reader interest:

HUMOR

Columbus, Ohio.—(UP)—Exasperated by the endless questions of 3 year old Harold Thompson, a neighbor who was painting his house painted the child red "from head to foot" and sent him home.

The child's mother, Mrs. Lester Thompson, scrubbed him clean—except for a few red splotches—and sent him out to play again.

A few minutes later, she charged in a police complaint, the child returned. This time he was painted a battleship gray.

PATHOS

It was her last day in Williamsville, and Mrs. Mary McLain, who has lived 50 years there, was saddened at the thought.

But she was willing to leave. Her husband, James, 75-year-old city employe retired, wanted to go back to St. Louis, the home town he had left more than 50 years before.

He had retired a year ago, and his old home had been in his thoughts ever since.

And so they were leaving. The house at 678 Thorn ave., had been sold a week ago. The moving van, loaded with their furniture, was in front, ready to take their goods and their life to St. Louis.

Only one piece of furniture—Mrs. McLain's old worn rocking chair—had been left out.

It remained on the porch, where she had rocked contentedly in it ever since a stroke five years earlier had paralyzed her legs. There, on the porch, she would rock quietly, exchanging greetings with her neighbors. But now she was leaving.

"I'm going to sit down in my good old chair for the last time," Mrs. McLain told her husband, and her voice was sad.

"We've been very happy, haven't we, James?" she murmured as she closed her eyes to fix forever in her mind the sight of the street she was leaving.

After a few moments her husband shook her gently.

"It's time to be going, dear," he warned.

Mrs. McLain did not answer. She had gone on already.

The doctor who examined her said that Mrs. McLain had died of a heart attack.

FAMOUS PERSON ANECDOTE

Callander, Ont.—(UP)—The Dionne quintuplets entered the golden teen age today.

The quints, Yvonne, Annette, Cecile, Emelie and Marie, scheduled no extra-special celebration to mark their 13th birthday.

They took a holiday from school and planned a dinner at home with the rest of the family, followed by moving pictures and a miniature concert.

The quints do not go in for jive or jazz, but instead are studying serious music. And their dancing at the present time is confined to learning to waltz . . .

—Chicago Daily News

UNUSUAL PERSON

Carbondale, Ill.—To learn what would take place at his own funeral will be the strange experience of S. R. Patton, 80, at Valier, northeast of here, Sunday, Aug. 30, when he will attend his own corpseless funeral, the arrangements for which were announced today. Four ministers will give funeral sermons. —*Chicago Daily Tribune*

UNUSUAL EVENTS

New Orleans.—(UP)—Four perfect bridge hands in one game—13 cards of the same suit to each player—was dealt by Mrs. Allen H. Hall, she reported today.

The cards were shuffled properly and cut. Mrs. Hall dealt herself all clubs. She bid three clubs, not wishing to expose her hand. S. J. Stockard, the next bidder, held 13 hearts and bid four. Mrs. F. J. Castaing then bid seven on her 13 spades, and claimed the resultant grand slam. Mrs. Virgil M. Bridges, the hostess, was left with 13 diamonds.

Bridge experts have estimated the chances for such a deal are only one in many millions.

Tipton, Iowa.—(AP)—For many years, without success, volunteer firemen have attempted to discourage motorists from following the fire truck.

Last night they made good use of the "chasers."

The fire siren sounded and the fire truck raced to the Cedar County Fairgrounds. Approximately 100 cars followed the truck into the grounds.

When all were inside, the gates were closed and the motorists instructed to drive onto the race track and circle it 20 times.

The result: A solidly packed track for the midget auto races to be held Sunday, sponsored by the fire department. —*Chicago Daily News*

OLD AGE

Francis M. (Daddy) Collins, 103, oldest veteran at the national soldiers' home, failed to reach the goal which he set for himself. He wanted to live to the reputed age of his grandfather, 116, but Monday the old fellow, who more than 20 years ago purchased his own lot in Forest Home cemetery and dug his own grave, died at the hospital annex.

He was "only 103," he said Oct. 15, 1929, his last birthday, when he admitted that he hoped to live 13 years more.

Col. Charles M. Pearsall, governor of the home, often called "Daddy" Collins, or "Kid" Collins as he was also known, one of the most remarkable Civil war soldiers whom he had ever known. Up until his last days the old veteran remained the same keen minded man who served all through every day of the Civil war. His legs were weak in the last few years, so that he could no longer leave his room in the hospital annex, but he often recited historical facts which he remembered, short poetic verses which he loved, and dates which were important in his life. His voice was strong even last year, and his eyesight was "fair," so he said, but his hearing slowly gave way in 1929. —*Milwaukee Journal*

CHILDREN

With a penny in his pocket, four-year-old Francis Bricker started out late Wednesday afternoon, his mind occupied with the all-important business of calculat-

ing how far that penny would go. There was no question about what he would buy—candy—but just how much.

Thursday, the same penny still in his possession, little Francis, son of Mr. and Mrs. Richard Bricker, lay in bed at his home, 120 McDowell street, hazy as to how and why he got there, but his mind still centered on the spending power of the penny.

So far Mrs. and Mrs. Bricker have been unable to determine whether their "Penny," as the entire neighborhood calls him, because of his appreciation of the one-cent-piece, was the victim of a hit-skip driver Wednesday afternoon or whether he fell from the endgate on the back of a truck, hopping on at his own risk.

The Brickers find reason for doubt in "Penny's" consistent "yes" to all questions concerning the accident. . . .

—Columbus *Dispatch*

ANIMALS; BIRDS

Limpy is back at his hangout, the state police station at 135th st. and Cicero av. in Palos Township—and Lt. Carl Relli is shopping for another ash tray.

Limpy is a robin who has relied upon the state police for his subsistence for three years.

In 1945 a squad of state policemen saw Limpy fluttering helplessly beside the road, nursing an injured wing and leg. He had been struck by an automobile.

The policemen brought Limpy to the station, where Relli and his chief clerk, George McKay, set sunflower seeds before him and placed Relli's ash tray, filled with water, on the window ledge to quench his thirst.

Limpy liked the arrangement. He liked it so well that he remained close to the station after his wing had healed. His leg never straightened out, giving him his peculiar twisting walk.

The following winter, Limpy flew away presumably to warmer climes, but he was back the next spring. And four days ago he showed up again—ready to claim Relli's ash tray.

Despite Limpy's interest in the police, they maintain that he is just a robin—not a stool pigeon.

—Chicago *Sun*

Kenosha.—(UP)—It was an odd kittens that Mrs. Joseph Schonbachler's cat, Midgey, gave birth to. In fact, they were a sad kitten.

It, or they, had three bodies as far back as the hind quarters, where the freak merged into a single source of locomotion and balance, with two hind legs and one tail.

Visioning troubles of trying to feed a three-headed cat with less than three saucers of milk, or of listening to a trio of howls when one of the three saw a dog that the others did not, Mrs. Schonbachler disposed of the 27 lives in a tub of water.

Converted Assignment. Often a reporter goes out on what he believes to be a serious assignment and encounters a situation lending itself much more readily to feature than straight news treatment. Or he may be instructed, "If it isn't worth a news story, write a feature about it," such an order implying what every city editor believes—that a competent reporter should be able to write a feature story about anything.

Decision to give feature treatment to what otherwise might be a regular news story may be influenced by another newspaper's having published an earlier account in orthodox style. This happens frequently when the article is of an evening event for an afternoon newspaper and a morning newspaper already has had a story about it.

This is the story of the conversion of a newspaper reporter.

Traditionally he's a hard nut to crack anyway, but when religion is concerned, he's doubly so. Last night he entered the Salvation army building at Sherman avenue and Greenwood street with a cuss word in his eye and leering sarcasm on his face.

Inside was a big tent, staked out in the regular canvas oval camp-meeting style. The reporter could hear the evangelistic exordium coming from the female in the pulpit.

Pushing back the tent flap, he trod down the sawdust aisle. The female was leading a hymn. He snorted in contempt and looked disdainfully at the weaklings all around him who had religion. The girl in the pulpit attracted his eye—he wasn't an old reporter. She was dressed in the army's trim uniform and wore the black-ribboned bonnet. There was an aura of something almost celestial around her. It quieted the reporter's disbelief.

Looks Around Him

He looked around him. A carnival procession of lights were stretched over a bar nailed across the tent pole in the rude semblance of a cross. Overhead the canvas top was billowing in a draft, almost as though a prairie wind had struck it. Late visitors came in, like shades of Gypsy Smith and Billy Sunday. They shuffled down the sawdust aisle, stirring up a smell of fresh pine shavings.

The varnished seats down in front that resembled the dismantled rows of some ancient nickelodeon were filling with other shades. There were Adam Goa and his congregation from the holy thinking plains of Kansas. From somewhere came the dulcimer tones of a piano and the muffled percussion of a drum. The reporter wanted to join in the inspired hymn. The tent was billowing above again, and down in front Adam Goa's shades had risen and were whooping up an old chanter. . . .

The reporter, with a bursting chest, seized the hymn book. It was titled "Fralsnings—Armens Sangbok." It wasn't enough to erase the vision of Adam Goa down there in front. Then came the sounds of creaking wagon wheels and grandfather Jewel lived again. He was straight and stalwart and was handing down Miss Mary Ann, with an arm around her waist.

Other late-arriving rustics were gathering outside making noises, and the prairie wind was blowing over groves of trees wherein the young folk paid homage to Eros.

The reporter strove to shut out all this. It was religion, that of his old home state, and it wasn't becoming to his profession. Uncle Jimmy, another famed Kansas exhorter, was stumping up to the pulpit preparatory to the revival meetin' rogations. And there was the shade of Beulah Woolson, the soul who had been inside the gates of heaven. Oh Lord!

The reporter, half blinded, broke suddenly up the sawdust aisle. They were singing a hymn behind him.

O neighbors have you seen old Rummy,
With a scowl upon his face?
I saw him on the street this morning,
And he's going to leave the place!
He's going to leave the place!
Old Rummy's going to pack his baggage,
For it's getting mighty warm!

The reporter dashed past the poster advertising the army's sunshine brigade. In the street again, he shook his head clear.

"Cripes," he muttered, "that old time religion in Evanston, and it almost got me, too!"

—Evanston (Ill.) *News-Index*

Situations. Not a single event but a series of them may suggest a featurized situation story to a reporter or editor. Such articles have a strong element of news interest as they summarize and possibly explain what "everybody" is doing or talking about. They are not concocted features but are based upon recent events. In their *Pathways to Print* the late Harry F. Harrington and Lawrence Martin explained the difference between the situation feature and the interpretative article as follows:

The situation feature differs from the strictly interpretative story mainly in that it is content to assemble the evidence pro and con—or at most to offer a symposium of opinion, leaving the interpretation largely to the individual reader. This type of feature article creates nothing essentially new; it simply analyzes and coordinates, smoothing out difficulties and hazy impressions which waylay a reader who is not in a position to understand all of the hidden implications of a series of events. In its fullest expression, the situation story is a fusion of the past, present and future.

The difference between an interpretative article and a situation feature may be obtained by comparing the following example with that on page 258.

New York, N. Y.—(AP)—Fred Allen knocks on a door and Mrs. Nussbaum answers, "Nu, you expecting maybe, Richard?"

At another point on the dial, listeners hear a door opening and Henry Morgan says, "Hello, Richard."

Still another wit reports he was at a play when an actor knocked on a door and a wag in the audience threw the house into an uproar by yelling, "Come in, Richard."
... ad infinitum.

A Joke

This gag is belabored by comedians, band leaders, disc jockeys and assorted ad libbers with the same persistence that "Mad Man Muntz" and "That's a joke, son" once got around.

The novelty tune, "Open the door, Richard," is reported sweeping the country. Its publisher, the Leeds Music Corp., says sheet music sales already are 100,000

and probably will reach 500,000. Ten record companies which recorded the tune look forward to a total gross of nearly two million dollars.

Who?

And the listener wonders what all the knocking is about and where the door leads to and who Richard is.

The answer, say authorities, is that it's simply the story of a drunk who was locked out of his room by his pal, Richard.

The story probably can be traced to the wit of a bordello client scores of years ago, but was scrubbed clean for vaudeville and only this winter acquired a melody.

Claims

As "Open the Door, Richard" became popular, the number of people claiming to have written it increased proportionately.

The Leeds Corp. copyrighted it and then narrowed the field to rival royalty claimants to four: Dusty Fletcher, John Mason, Jack McVea and Dan Howell. As the publishers tell it, this is "Richard's" history:

Fletcher and Mason used the drunk and the locked door business in a vaudeville skit 20 years ago.

Last December, Band Leader McVea thumped out the basic melody and recorded it. Leeds stepped in with Dan Howell to round out the melody with a middle part and lyrics.

For now, the royalty distribution stops there. Leeds figures four people squeezing through one money-lined door is enough.

—Des Moines *Tribune*

Events. "Go out and see what is going on at —," the city editor may say. His purpose is not investigation, certainly not expose; rather, he wants a news-feature on an organization or activity not lending itself to straight news treatment but of public interest or importance.

By Emery Hutchison

Forty children who know prejudice only as a big word were frolicking in the spray arching from a fire hose.

The sight, a typical one at Camp Reinberg, near Palatine, is a recommended antidote to anyone who has been reading the lynch news from Georgia.

The skins of half the children were dark.

The experiment in inter-racial summer camping is one of the first of its kind.

Ninety-six youngsters, 48 of them Negroes, are enjoying a 10-day outing at the camp under the auspices of two Chicago community houses.

They are the fifth of seven groups from low income families who are taking turns in sharing the fun of outdoor life at the camp.

Watching the bathing youngsters from the shade of a tree was William Brueckner, 47, the outing supervisor and head resident of Emerson House, 645 N. Wood st.

"The children mix well," he said with satisfaction. "Even the smallest, and we have them as young as 5, discuss their differences in color, but that's all it is to them.

"And we hope that's all it ever will be."

A barefoot Negro boy about 10, stepping as gingerly as a tight-rope walker on the rough grass, headed for his cottage, then stopped with a grimace.

"Mr. Brueckner!" he cried, "How'm I gonna walk in these old stickleburrs?"

Brueckner lifted the boy to one shoulder and carried him on his way.

A 5-year-old Negro boy, slightly envious, decided he also wanted to play "horsie," and an 8-year-old white youngster obliged.

"I got lost today—twice," the "horsie" boasted to his rider.

Henry Cameron, 26, one of the counselors from Parkway Community House, 5120 South Park Way, looked on with a grin.

Cameron, a Negro, is a visiting student from Georgetown, British Guiana.

"They play like brothers," said the lanky youth. "Whatever we cultivate in them here," he added, his face becoming serious, "will be to their advantage later in life."

—Chicago *Daily News*

STRAIGHT FEATURES

Not related to any current news event the straight newspaper feature article originates as an idea with a reporter or editor. In gathering material for it the feature writer may stumble upon newsworthy information which lends weight to his story; the origin of his quest, however, was a desire to supplement rather than expand upon the day's regular news budget.

Familiar Places. To make the commonplace attractive is a popular feature assignment. Although the average citizen uses the public parks and beaches, knows the names of the city's leading industries and the locations of important buildings, monuments and other landmarks, he may not be acquainted with the "inside" regarding them—their origin, history, laborious upkeep, etc. The skilled feature writer should be able to find a new interesting angle about the city's most widely-known institutions.

By Herb Owens

Milo, Ia.—Seventy-five years ago, in the late years of Pope Pius IX, "some of the boys" in a German Catholic farm settlement about seven miles southeast of here were celebrating the Fourth of July—and they decided the community needed a church.

Enthusiasm sprouted up immediately. Anthony Keller hauled stone out of the hills for a foundation. Michael Ripperger had a tract of good timber. Someone else had a sawmill outfit. All got together and built a church on the brow of a hill, opposite the Rosemount postoffice.

That spirit of enthusiasm and co-operation carried down through the years by families of the original builders, still thrives around the Church of St. Mary's of Perpetual Help, more widely known as "Rosemount church."

Anniversary

The diamond anniversary will be celebrated on the church grounds next Thursday starting with a mass and continuing through a schedule of games and entertainment. It will end with a dance at night. Last year approximately 3,500 persons, many coming "home" from many miles away, were at the celebration.

The church now has only one member who was alive when the original Rose-

mount church was constructed. He is Hubert Keller, 84, son of the farmer who hauled stone for the foundation . . .
—Des Moines *Tribune*

Obscure Places. Straying off the beaten path, the roving reporter finds sections of his own community which neither he nor the "other half" realized exist. Such a reporter is able to make the "ole home town" much more interesting than heretofore.

We visited two nudist camps in New Jersey recently to see just what happens there and what kind of people nudists are.

Both camps—Goodland, a mile and a half from Hackettstown, and Sunshine Park, three miles from Mays Landing on the main road from Philadelphia to Ocean City—are affiliated with the American Sunbathing Association, the leading nudist organization in the country with 35 clubs in 15 states. Two states, New York and Ohio, have anti-nudism laws, though there are some nudist camps in upstate New York.

Both camps are strict about admitting visitors. Starers are thrown out on their ears, and single men are allowed at Sunshine Park only if accompanied by a woman member of their families, or by their fiancées. No liquor or beer is permitted at either of the two camps.

Both Goodland and Sunshine Park are small resort communities where members may own or rent small cottages. Accommodations are also available for transients. As at ordinary resorts, the main activities at nudist camps are outdoor sports: swimming, volleyball, boating, sunbathing, etc.—and in the evening games like bridge or ping-pong. The only difference is that at nudist camps you do most or all these things naked.

Going without clothes is not required, but at Sunshine Park almost everyone wears nothing at all, or at most shoes and a sunhat, from getting up time in the morning until retiring at night. At Goodland, clothes are worn at meals.

Before visiting a nudist camp, we were worried about what our reactions might be. We needn't have been. After a few minutes, going without clothes seemed the most natural thing in the world. Our experience, and one of the old hands said it had been his too, was that at first we were conscious only that everyone else was not wearing clothes. Later we remembered we didn't have any on either . . . —PM

Familiar Persons. When a person enters the public limelight for the first time he is worthy of a write-up to satisfy curiosity regarding him. Thereafter, as long as he continues successful or interesting, he is the potential subject of innumerable articles. What is he like? How did he do it? To what does he accredit his success? If he had it to do over again, how would he behave differently? These questions suggest only a few of the many angles from which a widely-known citizen may be reintroduced to readers. Frequent practice is to run a series of "who's who" articles on the community's leading figures.

One of the most gregarious persons in Chicago last week stalked into his restaurant at 437 Rush st., stared around moodily and growled:

"I hate people! I hate my fellow man!"

The anti-social growler was, as usual, going to extremes. Few people in Chicago enjoy so much the company of others as does Riccardo Riccardo (we're not stuttering), the colorful owner of Riccardo's Studio Restaurant.

Riccardo loves to argue with people, sympathize with them—and pull the wool over their eyes.

When he was operating a speak-easy restaurant during the pickled Paradise of Prohibition, for example, he took immense pride in the phony foreign labels he slapped on his bootleg hooch.

"I did a really artistic job on them," he brags. "I even fixed the corks so they'd look as though they'd been in the bottles for decades!"

And the fire water itself?

"It was wonderful! I'd mix 10 gallons of alcohol with five gallons of the stuff the bootleggers supplied. And what magnificent imported whiskies and fine liquors the bathtub mixture would give!"

Riccardo Riccardo, a con-man at heart, enjoyed the deception. A colorful character, who might even be called eccentric, he owes his present success to the flair for showmanship, a taste that has frequently resulted in a more or less slight decoration of the truth.

It was not until he became known as "a character" that his restaurant became popular. Now the place is packed every night, and Riccardo's customers live in such distant localities as hotfoot Hollywood and noisy New York.

Riccardo's adventuresome past fitted him well for his present status. Born 43 years ago in Varallo Sezia in northern Italy near the Swiss border, he came to the United States at the age of 17.

After a brief effort to work in New York ("working was never my forte," he explains) Riccardo took to the sea.

It was at this time he changed his name.

"No one could ever remember my real name—Riccardo Novaretti," he complains. . . .

—Chicago Sun

Obscure Persons. Likewise in every community are scores of hundreds of persons, not so much in the limelight, who nevertheless have had picturesque lives or unique experiences. In fact, there probably is nobody about whom an interesting feature article could not be written by a skillful interviewer.

By Marjorie Lipkin

When she was just a young girl, Agnes Lucas Wirth's father taught her the importance of protecting a family with life insurance. She was so impressed that she often asked him to have her dolls insured.

Today, Mrs. Lucas, as she is known professionally, has seven children and three grandchildren, and she is one of Cleveland's leading figures in the life insurance field. She, too, teaches children the importance of insurance.

Mrs. Lucas has been in the insurance field 13 years. Before that she was a nurse for 23 years, caring for patients and teaching, mainly at Huron Road Hospital.

Some of the nurses she taught served overseas in World War I with the famous Lakeside Unit.

She entered insurance sales work in 1933 when she was left a widow with four children. She since has remarried.

"The children had to eat," she said. "I chose insurance because I wanted to save other women the trouble and hard work I'd had to endure. For 10 years I worked 16 to 18 hours every day, went to school twice a week, and managed a large household, doing all my cleaning, shopping, cooking, baking, mending, washing and ironing. It was hard work, putting four children through school!"

That hard work will be shared from now on, for her son, Robert Lucas, recently returned from five years in the Army, has joined her in the insurance business and shares her small office at the Equitable Life Assurance Society of the United States in the Union Commerce Building. Mrs. Lucas is a special agent for the firm and also conducts her own general insurance business.

"I love it, and it's a wonderful field for a woman," she said. "There are great opportunities for women in the insurance world. They can see some family problems better than most men."

Although she has not practiced nursing officially since her first marriage, Mrs. Lucas says she has been called in to help at nearly every sickness, birth and death in the neighborhood of her home at 419 Eddy Rd.

—Cleveland Press

Occupational Types. In addition to whatever news interest he may have as an individual, everyone is the potential source of a feature article because of the way in which he earns a living. When hard put to it to find a personality easily worked up into a story, the reporter can seek out someone engaged in a job about which what he has to say can be used effectively.

So you think that certain streetcar conductor is a pretty nice looking girl, eh? So you wink slyly and snap your sleeve garters at her when you think nobody is looking, eh? Here, then, is some good advice:

Next time you feel in a flirtatious mood on that streetcar, it might be prudent to look to the front of the trolley, where the mirror reflects the motorman's face. If he has fastened a baleful eye on you, get off the streetcar and transfer to one going in the opposite direction.

Now hold your seat for just a moment and we'll explain this advice. During the war many motormen were in service and their wives, needing supplementary earnings, were given jobs by the Cleveland Transit System. And even when the landlords were not in service help was sometimes so badly needed that wives were persuaded to go to work on the streetcars.

Many of these women have retired to domestic life, but others are still working—and doing a fine job, C.T.S. officials aver.

Six Man-and-Wife Teams

In some cases the husbands and their mates preferred to work on different cars. But from the Denison Avenue-W. 73d station alone there are six couples who prefer to work on the same streetcar.

"I hardly ever saw my husband before I went to work as a conductorette," said one of the wives. "Now we can go to work together and I can talk intelligently about his work and sympathize with his problems. It's a dandy arrangement." . . .

—Cleveland *Plain Dealer*

Historical. The familiar or unusual place or person feature quite frequently is historical, as there is no community without a building or citizen associated with some important event of the past. Old timers like to recall events of yesterday. If possible, the historical feature should be illustrated with pictures taken at the time of the event being recalled.

Burial in Potter's field is an ancient custom and such fields in early Philadelphia are now historic ground. Washington square at 6th and Walnut streets originally was Potter's field. The poor and the unknown were buried there. Others of the four squares of Penn's old city were used as burial places and Logan square, for a time, was used to erect gallows for the hanging of murderers. Few men who think about it in advance, of course, would choose to have their bodies laid away amongst the unknown or the depraved. But when men die in strange ways, or in strange places, and their bodies are not identified, what is to be done about it? The body must be disposed of and Potter's field is a lawful place of burial. —Philadelphia *Record*

The mystery of an old sign painted on the upper portion of the west wall of a four-story building at 414-18 Market street, was partly solved today by two St. Louisans who are keenly interested in the history and architecture of the city's oldest buildings. They are John A. Bryan, research architect at the Jefferson National Expansion Memorial, and Dr. William G. Swekosky, a dentist whose hobby is the history of old buildings.

The sign which caused them to delve into old city directories advertises "Crow & Farrell, Dry Goods." Who Crow and Farrell were and the years when they did business have perplexed many persons. Recently, however, Bryan and Swekosky, working independently, decided to find out for themselves.

Bryan, using an old city directory, said he found that the dry goods establishment occupied the ground floor at 418 Market about 1864, but he was unable to identify either Mr. Farrell or Mr. Crow. The latter, he says, is not the Wayman Crow who was a former member of the legislature and a leader in the establishment of Elliott Seminary, now Washington University. Wayman Crow's dry goods firm was on Main (now First) street, Bryan said.

Dr. Swekosky said the firm of Crow and Farrell was in the wholesale and retail dry goods business and rented space at the Market street address from 1868 to 1876. The firm was headed by William F. Crow and John Farrell, he said, and later was at the northwest corner of Fourth street and Washington avenue, but he was unable to identify the two men any further.

The sign is in black letters on a white background painted on the rough brick wall. It was uncovered when the adjoining five-story commercial structure, on the southeast corner of Market street and Broadway, was torn down last year. The site today is a parking lot . . .

—St. Louis *Post-Dispatch*

Stunts. The stunt reporter courts adventure and finds it in submarines, airplanes, ambulances, bread-lines, slums, morgues, police patrols and all sorts of out-of-the-way places. Reporters impersonate beggars, unemployed persons, street corner Santa Clauses and criminals to obtain feature stories about the reactions of others and an insight into how certain types of individuals exist.

Riding alongside a milkman on his early morning route. It sounds calm enough, yet if the precautions a dairy owner takes are any indication, it is more hazardous than sailing aloft thousands of feet in the air or clanging through the city to a fire on a hook and ladder.

After producing a signed statement to the effect that in case of some dire mishap the company would be absolved from all blame and responsibility, I was allowed to climb up on the high narrow seat next to Joseph Plenn.

"I've never had an accident," Mr. Plenn assured me, "in the 12 years I've been with the company."

Nevertheless, one wagon a week meets with some accident, sometimes while it is standing still. Motorists are notably reckless in the wee small hours.

"Besides, you might get pneumonia," I was warned, "with ice and water under your seat."

By three o'clock yesterday morning, Mr. Plenn had Fanny hitched and our wagon loaded with great piles of cases holding icy quarts and pints and half pints.

In the eerie blackness that enveloped the city, there was something cheery about the bright little white wagon with its gleaming candle light, something comforting about the stinging swish of Fanny's tail over my foot. Even the rattling of hundreds of milk bottles as we jogged down deserted streets was pleasant in the deep and sinister silence.

Drowsy householders don't care so much about the clatter of milk bottles or the whistle of a milkman. And occasionally when he calls on his second trip of the day, which starts about eight o'clock, he is severely scolded for his noise.

Sometimes he is scolded for lack of noise. Many families use the milkwagon in place of an alarm clock and if the wagon is too quiet or is late, their whole day's schedule is thrown out of whack. . . .

—Philadelphia *Bulletin*

By Shirley Olsen

Clevelanders are courteous but out-of-towners would have a hard time finding it out.

That, at least, was my observation on an afternoon survey of downtown Cleveland as the end of Courtesy Week drew near.

To test the home-towners' company manners, I stopped several persons on Euclid Ave. and asked them how to reach E. 85th St. and Lorain Ave.

One man told me that Lorain Ave. was on the West Side and I must mean W. 85th. When I agreed, he pointed out the nearest stop for the Lorain cross-town car and told me how the car would be marked.

The others also told me I must mean W. 85th and I was referred to the City Transit System information center on the Public Square, to the nearest cab stand, and several times to the street car stop.

Crowds Like Animals

Convinced that Clevelanders were helpful and polite, I decided to talk with clerks and waitresses who meet the public every day. I soon was disillusioned.

A theater usher complained: "Crowds here are like animals. They don't pay any attention to signs or ushers, and they think because they buy a ticket they own the place. When there are lots of seats, they will generally be polite, but as soon as they can't have their choice, it's murder." . . .

—Cleveland Press

Situations. Differing from the round-up story of a series of current news events, the straight situation feature article is "trumped up" by an investigating reporter. What happens to discarded automobiles? What name appears most frequently in the city directory? How do college students earn their tuitions? What pets are most popular in the community? Do men and women differ in what they look for in apartments? These questions suggest the types of assignment which originate as "hunches." Factual, even statistical in content, the written stories nevertheless, were "manufactured."

By Bruce Taylor

Bet on Baby. He's the odds-on favorite now in that grim race he starts running the minute he steps into the world.

With the heavy backing he gets from medical science and common sense, he holds a 25-to-1 edge on death. Not so long ago—just 25 years—it was only a 12-to-1 advantage. A century and a half ago, Baby went in at even money—it was a toss-up whether he'd make it or not.

The business of seeing that Baby lives through all the things that can go wrong with him has made amazing strides, particularly in recent years. Science has done such a good job of cutting down infant mortality it has added 16 years to Baby's life at the other end. In 1900 the average life expectancy was 49. By giving everybody such a good head start, science has now arranged it so the average person is still alive at 65.

Statisticians lately have gotten up a pretty good form chart on how well Baby is doing these days. Since 1920, the number of children who die before they're a year old has been cut 45 per cent—almost in half. The number of youngsters who died between the ages of 1 and 14 has been slashed 60 per cent—a remarkable record, when you consider it hasn't been too long since 1920.

But the form chart also shows there could be improvement. The most recent over-all picture was drawn up last year by the U.S. Census bureau to cover 1943 performance. Here's how it looks:

The start is rough for Baby. In 1943, there were 2,962,100 babies born, and 118,484 of them died sometime during their first year. That figures out to 40 out of every 1,000 babies. Twenty-four of that 40—more than half—died in their first month. Eleven of that 24—not quite half—couldn't make the first day.

The charts and graphs, incidentally, show that this first day is a hurdle science hasn't been able to cut down any. The death rate in every other age bracket—from

2 days up to 14 years—has been sliced in the last 45 years, but that first day's count hasn't changed.

Chief trouble on this score is that nature is a whimsical handicapper. Too many kids start the race with a bigger burden than they possibly can carry. Physical malformations, premature birth or injury being born—these account mostly for the high toll that first day. Given a chance to run his own race, however, Baby is a fast starter . . .

—Chicago *Sunday Times*

PRACTICAL GUIDANCE

In addition to being a potent source of information and of entertainment, the modern newspaper has become a veritable diurnal almanac or guide to living. So receptive has been the public that entire pages are devoted to advice and instructions on virtually every subject in which any reader might be interested. Much of this practical guidance is presented in the form of signed columns by experts. Small papers get their food, fashions, health, etiquette and other such columns from syndicates but have as many locally written as their facilities permit. This type of writing naturally requires specialization and authoritative knowledge. Illustrations add to any column or page of featurized counsel.

Food. Recipes, menus, suggestions on how to buy, preserve or can food are among the subjects to which the food or cooking editor directs her attention.

We cannot know too much about best methods for making frozen desserts; nor can we have too many reliable recipes for them. There is also a nice point in economy that also should be observed. In the warm weather any frozen dainty is tempting, in and of itself, whether ingredients used are inexpensive or extravagant. The heavier creams and mousses are delicious . . . but so are simple ices.

And did you know that good results can be had with evaporated milk instead of fresh cream? To whip evaporated milk, stand the can in a pan of cold water, bring to a boil; boil for ten minutes. Remove, cool, place in refrigerator for several hours until thoroughly chilled. When ready to whip, open and pour into a bowl that is standing in ice, add quarter teaspoon of lemon juice and whip with a rotary beater. . . .

—Edith M. Shapcott, Miami *Herald*

Now's the time to can vegetables for delicious winter soups and salads.

No need for long hot canning sessions. While you whisk through the breakfast dishes, process a few jars at a time, once or twice a week.

Three-inch baby carrots, pulled when you thin your carrot beds, or young carrots from the market, canned whole, will melt in your mouth. Remove tops, wash and plunge carrots—in a sieve or frying basket—in boiling water to cover. Simmer five minutes. Simply rub off the skins with a clean dish cloth or cheese cloth. Pack in sterilized jars and steam in a pressure cooker, 35 minutes for pints, 40 for quarts. . . .

—Columbus *Dispatch*

Dress. Popular with feminine readers is information as to what well dressed women will be wearing next season, what the style dictators have decreed, what colors go best together and what should be worn on each occasion. For those who use the needle themselves illustrated patterns are attractive.

By Sylvia Stiles

St. Louis women don't let the temperature or the calendar interfere with their interest in winter coats. August is coat-buying time for hundreds of them while many others like to wander through the air-cooled sections, trying on the coming season's styles and making up their minds as to the type they wish to purchase later.

As these shopping excursions continue, prospective purchasers will discover that many developments have taken place in the styling of the new coats even though governmental regulations have continued in force and kept the designers from launching all of the innovations which they have wanted. One of the first impressive notations concerns fabrics. The variety of materials and the quality of them indicate that the woolen manufacturers are quickly returning to a pre-war basis. Many of those lovely fleecy fabrics have returned and there is a wealth of handsome colorings in the novelty textures on display. Nubby woolens, too, are back again in rich shades . . .

—St. Louis *Post-Dispatch*

By Freda Stern

Graduating classes in most of New York's high schools have voted for simple street-length white dresses for their commencement exercises next month, according to reports from schools. A few schools voted for floor-length dresses considerably more expensive and certainly less useful than the daytime styles.

Most teen-agers insist on washable dresses, according to some of the stores shopped by PM. Cotton is generally first choice, since it's easiest to launder. Prices vary considerably, however, from about \$7 to \$17 but good dresses can be found at the lowest price.

Good values found by PM, in addition to the pictured styles, include the following: . . .

—PM

Hobbies, Amusements, Pets. Fisherman, golfer, bridge player, stamp collector, radio fan, aviation enthusiast, dog lover—each will find a column directed particularly at him in the modern newspaper.

Once or twice a week, I receive queries asking me if it is true that milk should not be fed to puppies "because it breeds worms."

You could give your puppies a trillion gallons of fresh, clean milk, and the diet would not breed one worm in the youngsters' insides. Milk is a perfect food for any pup—or for any grown dog or for any normal human.

BUT—if you give your pup a dish of milk and then let the milk stand in the sun, to collect germs and dirt—if you give him milk in a dish that has been standing dirty in the sun—there may be worms or other parasites which collect in the dish and which get into his system.

—Peter Boggs, Chicago *Sun*

A photographer, whether he's a professional or just a camera fan, should know what to do if something goes haywire with his camera while he's on a trip or vacation out of reach of the repairman.

There are things you can do to patch up your camera or protect it from irreparable damage. I'll come to them.

But why wait for trouble?

The ounces of prevention are much more important than any patchwork remedies. A few simple "do's" and "don'ts" will spare you a lot of grief. Two particularly apply to travel: . . .

—O. G. Heinemann, *PM*

Home; Garden. Hints on interior decorating, landscape and other types of gardening, especially in the spring, are to be found in virtually any newspaper of any size.

Whereas indestructability helps anywhere in the house, it is especially desirable for kitchen and dining furniture, where food, heat, grease and consistent hard use take more than the usual toll in wear.

Even if practicability comes first, however, and looks second, an attractive design still is worth seeking.

Both attractive and practical are the new chairs of airplane type construction shown here. They are made of aluminum and plastic. For lightness, toughness and quantity production, assembly line style, both of these materials are tops.

These chairs look light as well as feel light, giving an impression of airiness and freshness without the cold laboratory effect kitchens have been suffering from too long . . .

—Frances Troy Schwab, *Des Moines Tribune*

Rarely is the confirmed gardener ever completely satisfied with the appearance of his home grounds. And in deep summer when garden chores are at a minimum, plans are often made for changes to be carried out in the fall.

One such change may involve a symmetrical planting about a given axis—an old and time-honored principle in garden design. But the amateur should realize that, for the average gardener, where any plant material other than meticulously sheared hedges and carefully edged grass is employed, absolute symmetry must remain just an idea.

For the truth is that no two plants even of the same variety grow exactly alike. Hence, it becomes obvious that to achieve perfection in garden symmetry, no matter how careful the initial planting, would necessitate constant use of the pruning shears.

For this, few gardeners have the time and, fortunately, few the urge. But even to attain on a somewhat lowered plane a symmetrical garden means avoiding what may be to the amateur some unsuspected pitfalls. And these pitfalls involve shade and exposure . . .

—G. Russell Steininger, *Chicago Daily News*

Travel. The travel page may contain tourist information about possible trips, descriptive articles about popular resorts or faraway places where one may long to go, instructions as to how to prepare for a vacation, highway information, tips on automobile equipment and trailers and news items about the peregrinations of local citizens.

When the first "hot spell" comes rather unexpectedly, most of us are inclined to feel sorry for ourselves and long for the vacation which we are certain the world owes us, along with our living. And with that thought comes extra shopping and last-minute shopping with the inevitable fatigue that follows. . . .

What is the moral? Give as much or more thought to health habits and habits of eating when preparing for a vacation as is given to the wardrobe. If you are not in good physical condition you will enjoy neither wardrobe nor vacation. . . .

—Bernice Brett, *Miami Herald*

New York, April 19.—With the new Mauretania now in the final stage of reconditioning, other famous liners scheduled for early refitting, and new ships under construction, it was indicated today by H. P. Borer, general manager of Cunard White Star, Limited, that by the end of 1947 the line will have in operation a North Atlantic fleet whose passenger capacity will be nearly half that of its 1939 prewar fleet.

—Chicago *Sun*

Beauty. Frequently illustrating their articles with closeups of famous actresses, specialists in feminine beauty advise Miss and Mrs. America how to make the most of that with which they were born. Hair, features, skin, waist line and hands receive special attention in beauty columns, although utilization of the entire body to achieve the maximum of charm is the concern of both writer and reader.

Emotional women are usually the prettiest. Don't be afraid to laugh, sigh or cry. Women who show little or no emotion are likely to be grim faced and cold eyed.

Expressed emotions may cause little laugh lines to etch their way at the corners of the eyes, mouth and forehead. But a girl with perfect features who is devoid of expression and lacks an interesting personality will lose out in the charm poll. So take your little lines in stride . . .

—Milwaukee *Journal*

One of the first things any normal girl gets interested in is the matter of make-up.

And quite right, too. She's gotten out of the small fry age, she's begun to grow up, and with her own two eyes she can observe how deft touches of color can accent her best facial features and add more interest and beauty to her entire appearance. But she must learn at an early age that make-up must be individual.

Some girls need only a whisk of the lipstick to bring out their coloring, while others have to supplement nature with more beauty aids. Rose-Mary offers help to all teenagers with a group of booklets on make-up, skin problems and grooming. The price of each is 5 cents . . .

—Rose-Mary, *Chicago Daily Times*

Etiquette. Which spoon to use for jellied consommé? How to introduce a child to a celebrity? Where to seat the minister's wife at the wedding breakfast? The answers to these and many, many other questions are custom-decreed and often arbitrary. Nevertheless, it is believed important to know them. Newspaper experts help acquaint those desirous of doing the right thing at the right time with what good usage requires.

Dear Mrs. Post:

I have just read in a book on table serving that the present-day rule is to proffer dishes at the left and also to remove used plates from this same side. I was rather surprised at the inference that this manner of serving has not been customary always.

Answer: It has never been any other than left, and I can't imagine anyone thinking it a new custom. It is never proper to proffer anything at the right, but it is proper, if much more expedient, to exchange a plate from the right. But this is only when the table is so placed that it is very awkward to reach a person's left side. In other words, in a very restricted space, the waitress may very well be able to reach one arm sufficiently near to proffer a dish, but it might be impossible to squeeze both arms in, in order to remove the plate with the right hand while putting down a fresh plate with the left. Whenever space permits, all plates should be exchanged at the left.

—Emily Post, *St. Louis Post-Dispatch*

Donald and his mother have been having a bit of trouble lately, owing to Donald's lack of politeness to his brothers and sisters. "Oh, why should I say please to him when I want him to move out of my way? Is he any better than I am? Why should I ask her to excuse me when I have to pass in front of her? If she had been decent she would have handed me the book so I wouldn't have had to get up to get it. I don't see why I should make believe that I feel polite and nice when I feel like poking them good and plenty."

"But you shouldn't feel that way. They're your brothers and sisters, and they deserve just as good treatment as people outside do."

"People outside don't nag me and bother me and get in my way and want something all the time and expect me to give it to them. I can't see it. Let them look out for themselves. I'll do the same."

Donald felt grouchy. . . .

—Angelo Patri, *Dayton News*

Health. Instructions in how to detect symptoms of different maladies, how to reduce and in general guide one's way of living to attain good health usually are given by doctors of medicine. In fact, some of the most prominent medical authorities in the country are writing daily columns for large newspapers and syndicates. The mail received by some of these writers is tremendous. As health columns antedate many of the others discussed in this section, their success was at least partly reponsible for the development of other kinds of advice columns.

By Dr. James W. Barton

Many homes are now equipped with a thermostat which controls the heat of the furnace. Your body also has a thermostat, provided by nature, which regulates the amount of heat in the body. The body's thermostat is the skin.

If too much heat is being manufactured for the needs of the body, the brain is first notified and the brain then sends word or an impulse to all the blood vessels on the surface of the body, which causes them to open up more widely; perspiration—heated water—is poured out and the temperature of the body is thus lowered.

Dr. George Booth and Dr. James M. Strang, in the Archives of Internal Medicine, point out that something evidently has gone wrong with the body's thermostat—the

skin—in overweight individuals. During the time shortly after meals, the skin lets off the body heat. They add:

“Skin temperatures of overweight persons rise less than those of normals during the eating and digesting of food, which means that the sensation of satisfied appetite—the feeling of not wanting any more food—is delayed in the fat man, until after he has eaten too much.”

Thus Dr. Thomas Cowling in *Oral Health* tells us that the age-old puzzle, “Why does a fat man eat too much?” is now answered. He eats too much because his thermostat—the skin—is out of order and does not warn him when he has had “enough” to eat and so he continues to eat “more” than enough.

The thought then for overweights and for many of us who are not overweight is not to keep eating till we are satisfied, but to stop just a little before we reach this point.

—Buffalo News

Children. Counsel on baby care and child rearing may be given by a pediatrician, psychiatrist or psychologist. In recent years there has been a distinct trend in the direction of mental hygienic rather than merely health or “common sense” disciplinary advice. As yet, however, these columns do not attract the “big” names who have come to give power to the physical health columns.

By Dr. Arthur Dean

The following letter contains much food for thought:

“How can I train my children so that they may later be what I want them to be? I don't want them to lead miserable lives.

Thoughtful Mother.”

We can help prepare our children for life by helping them to equip themselves with proper habits, knowledge and ideals, and we can aid in their preparation for efficient work. Help them to prepare for civic and social life. Help them prepare for play and for spiritual appreciation such as that of music, art, literature, nature.

The point this mother makes is very disturbing. We adults worry too much about what our children are doing and not enough about the conditions under which they live.

Our home is not the house in which we live. Our real home is the community in which we live and the country in which it lies. . . .

—Buffalo News

Personal Problems. The success of certain widely syndicated columns of “good sound advice” to people, young and old, on sex and love, domestic difficulties and other phases of personal-social behavior can hardly be described by any other word than “phenomenal.” In general, conductors of such “voice of experience” columns are aware of the great responsibility which is theirs and are wary of being too definite in commenting upon situations about which they know no more than that contained in a reader's letter.

If handled expertly, a personal problems column is a potential source

of great good; if ignorantly or carelessly handled, it may wreck lives. The conductor should be an expert in psychology and psychiatry so as to realize that apparently identical symptoms may have widely different psychological causes. The chief danger inherent in these columns is that they may be oversimplified. For instance, the child described in an interesting case may have refused to eat because of too much pampering; another child, however, might throw down his spoon for entirely different reasons. The parent reading what seems a logical explanation of one child's behavior may conclude that his child who acts similarly does so for the same reason. A trained psychiatrist upon examination, nevertheless, might discover the opposite.

Unquestionably the therapeutic benefits from confessing one's difficulties, even in writing, to someone known to be sympathetic, is considerable. Until psychological knowledge has developed far beyond its present state, however, it is dangerous for anyone, no matter how well intentioned, to pretend to give competent advice in a newspaper column. The better columnists attempt to avoid specific answers to involved personal questions and to give instead common sense discussions of general problems or ethical and moral principles.

By Betty Fairfax

"Dear Miss Fairfax: Just a line to ask your opinion of a gentleman taking a lady out for an evening.

"I do not feel he shows her the respect she deserves. He arrives without coat, hat or tie. Then he wants to visit every little two by four beer place instead of going to a refined place of entertainment; makes remarks about other girls, and pays little attention to the girl he is with. In fact he just sits and stares.

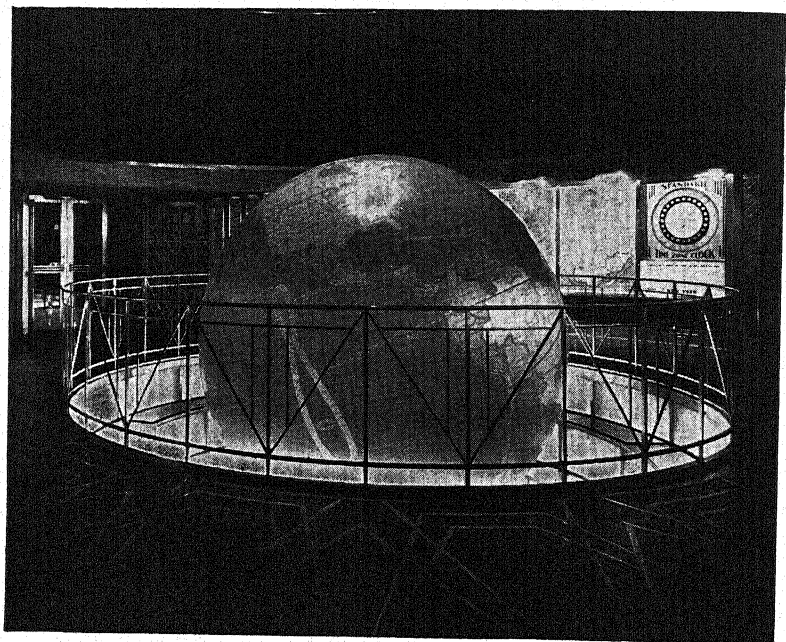
"I have known this party for eight months. If I mention little things to him, he says, 'I'll do as I want to or you can go with someone else,' just as if he were monarch of all he surveys. Please advise.

Eva R."

I have just one question to ask you, and that is, why in the world do you go about with such a boy? And for eight months!

It is entirely possible for a girl to help a boy become more particular about his dress and careful about his manners. But if he has no pride whatever (and especially since he tells you that if you don't like it you know what you can do) I am afraid there isn't much hope for him. A boy can be totally lacking in breeding and education, can have a most undesirable background but if he cares it is very easy for him to pick up details of good grooming and fine manners from friends and associates. . . .

APPENDICES



LOBBY OF THE NEW YORK *Daily News* BUILDING

APPENDIX A

STYLE

PREPARATION OF COPY

1. Typewrite all copy. Double or triple space. See that the keys are clean.
2. In the upper left-hand corner of each sheet, write: (a) your name; (b) a "slug" line to indicate the nature of the story; (c) the number of the page. For example:
Jones, Henry
Watson murder
Page 3
3. Begin the first page half-way down from the top. Leave an inch and a half at the top of each succeeding page.
4. Leave a margin of at least an inch on both sides of the page.
5. Write on only one side of the paper.
6. Never write perpendicularly in the margin.
7. Indicate the end of each article by use of a double cross sign (#) or by the figure "30."
8. Do not write more than one article on a sheet, unless they are to be run under the same head.
9. In case you have a series of short items or personals, list them in paragraph form and indicate their nature in the "slug" line.
10. If you must make corrections in pencil, do so legibly, printing if necessary. Be particularly careful of proper nouns. To be absolutely certain underscore all *a's*, *u's* and *w's*, and overscore all *o's*, *n's* and *m's*.
11. A cross (x) is better than a period in written work.
12. Never divide a word between pages. Avoid dividing between lines. Always end each page with a paragraph.
13. In case you have crossed out something and wish it restored, write "stet" on the side of the page.
14. Designate paragraphs by the symbol L.
15. If you intentionally misspell a word or use slang or an expression which you wish printed, write "Folo Copy" in the margin.
16. Read your own copy before handing it in.

PUNCTUATION

The rules of punctuation are the same as for any other kind of composition. This section, therefore, is merely precautionary and explanatory regarding some difficult and disputed usages:

The Period:

1. Omit the period after headings, captions, figure and paragraph numbers, subheadings, single-line heads, trigonometric abbreviations, roman numerals, letters not used as abbreviations (in mathematical expressions), and chemical symbols.
2. Use no periods in tabulated matter or in lists set in half-measure.
3. Use no period after nicknames, as *Joe, Ed, Dan*, etc.
4. Use a series of periods to indicate quoted matter that has been omitted.
5. Omit the period after *per cent*.
6. Use a period between dollars and cents: \$5.67.
7. Use a period with abbreviations: *Mr., Mich., Prof.*

The Comma:

1. Set off participial phrases by commas, as: *Seeing the man make a move toward the door, he drew his gun and fired.*
2. Use a comma after *to wit, namely, viz., i.e., whereas, resolved*, etc.
3. When two numbers occur together, separate them by commas rather than by dashes.
4. In athletic summaries separate name of player and abbreviation of position by commas, as *Davidson, qb; Lohr, fb*.
5. Use a comma before a direct quotation.
6. Do not use a comma before "and" in a list: *red, white and blue*.
7. Use a comma when adjectives are coördinate but omit when each is dependent upon what follows, as *a bright young fellow*.
8. Use no comma in *5 hours 25 minutes 13 seconds*, or in *6 feet 1 inch tall*.
9. Punctuate lists of names with cities or states thus: *Harold Black, Pittsburgh; Joseph Mason, Cleveland*.
10. In recording elections use this form: *George Washington, president; John Adams, vice president; Thomas Jefferson, secretary; James Madison, treasurer*.
11. Use a comma in general to indicate a break in the sense. In doubtful cases the decision should be for clearness, even without regard to grammatical construction.
12. Do not use a comma between a man's name and *Jr.* or *Sr.*
13. In sports news punctuate thus: *Harvard 10, Yale 5*.
14. Observe common grammatical rules regarding uses of commas in parenthetical expressions, words in apposition, with contrasted words and phrases, with introductory words and phrases, in direct address, in phrases indicating residence, position, or title, in large numbers, with restrictive and non-restrictive clauses, etc.

The Colon:

1. Use a colon before a quotation of more than one sentence.
2. Use a colon in writing the time of day, as *4:15 o'clock*.
3. Note the use of the colon after the subtitles of this section on punctuation.
4. Use a colon to introduce a series of results, as *The following officers were elected: George Washington, president, etc.*
5. Use a colon to introduce a resolution, as *Resolved: That the government should own the railroads.*
6. Use a colon between chapter and verse in scriptural references, as *Genesis 6:15-20.*

The Semicolon:

1. Use a semicolon to separate coördinate clauses of the same sentence, when they are not separated by a coördinate conjunction, as *This is not the right road; we should have turned left at the cross-roads.*
2. Use a semicolon in a series of names and addresses, as *Maurice Bogart, Brooklyn; Bruce Burnham, Scranton; John Winslow, Easton.*
3. Use a semicolon between coördinate clauses which are joined by a conjunctive adverb such as *therefore, however, so, hence, nevertheless, etc.*, as *We started earlier than we expected; nevertheless, we did not arrive on time.*
4. Punctuate results of balloting thus: *yeas 5; nays 3.*
5. The semicolon rapidly is being replaced by the comma but sometimes is required for clearness in long involved sentences.

The Dash:

1. Avoid the dash in punctuation, using instead either commas or parentheses.
2. Use a dash after *First—, Second—, Third—.*
3. Use a dash in cases as *Table 2—Continued: Note—.*
4. Use a dash after a man's name at the beginning of an interview, as *Arthur Griswold—I have no statement to make.* (Use no quotation marks for this form.)
5. Use a dash after *Q.* and *A.* in verbatim testimony, as *Q.—Where were you born? A.—Tokio.*
6. Use a dash for emphatic pause, as *He drew his sword and killed—a mosquito.*
7. Use a dash for unfinished sentences, putting quotation marks, if any, outside the dash, as *Well, if I were—*
8. In announcing texts of sermons use the form: *First Corinthians 15:1-10.*

9. Use a dash in summaries of track meets, as *100 yard dash—Haber, Arizona, first; George, New Mexico, second; Nelson, Texas, third. Time 10 1–5.*
10. The only other mark of punctuation to be used with a dash is a period.

The Apostrophe:

1. Use an apostrophe to mark an omission in contractions of words, as *I've, can't, don't, '95.*
2. Omit the apostrophe in such words, as *phone, varsity, bus.*
3. Use an apostrophe in making plurals of letters, but not plurals of figures, as *four A's, early '90s.*
4. Use an apostrophe for possessives except of pronouns, as *the girl's shoes, Burns' poems*; but *its, ours, yours, his.*
5. In referring to more than one member of the Jones family write *Joneses* instead of *Jones'.*
6. Write *state prison, state rights, etc.,* not *state's prison.*
7. Omit the apostrophe in such names as *Merchants and Farmers bank* if the concern itself omits it.
8. Use one apostrophe only to indicate common possession, as *Bucknell and Swarthmore's goat.*

Quotation Marks:

1. Quote the subjects of lectures, articles in periodicals, names of books, etc., names of plays, but not characters.
2. Place marks of punctuation inside quotation marks; use double or regular quotation marks on the outside and single quotation marks within.
3. If a quotation is to have more than one paragraph in it, use quotation marks at the beginning of each paragraph, but at the end of the last one only.
4. Use quotation marks to set off a word of unusual meaning, or an unfamiliar or coined word. If the word is repeated several times, it is not necessary to repeat the quotation marks.
5. Do not use quotation marks for common nicknames, as *Babe Ruth, Dizzy Dean, Jack Dempsey,* except when used with the name, as *George Herman "Babe" Ruth.*
6. Do not quote names of newspapers or magazines.
7. Extracts from other papers when followed by a dash and the name of the paper need no quotation marks. Example: . . . —*The Milwaukee Journal.*
8. Matter that is centered or set in smaller type than the context does not need quotation marks.
9. Do not quote a communication carrying date and signature.

Parentheses:

1. Avoid parentheses as much as possible in news copy.
2. When parentheses are used, punctuate the rest of the sentence as if the parentheses and the enclosed words were not there.
3. If any mark is required after the portion of the sentence preceding the parentheses, put it after the second curve.
4. When the name of the state, though not a part of the title of a newspaper, is given with the title, use this form: The Madison (Wis.) *Capital-Times*. Omit the name of the state after large cities, as The Denver *Post*.

The Interrogation Point:

Use the interrogation point at the end of all expressions containing a question, rhetorical or otherwise.

The Hyphen:

1. Use a hyphen with prefixes to proper names, as *un-American*, *anti-Catholic*.
2. Use a hyphen in writing figures, as *thirty-five*, *ninety-ninth*, *one-seventh*.
3. Omit the hyphen in titles, as *vice president*, *managing editor*, *editor in chief*, *attorney general*. But: *captain-elect*, *all-college*.
4. Use a hyphen in measures only if used as adjectives, as *3-in. valve*, *7-ft. plank*; but *3 in. long*.
5. Write as one word: *baseball*, *basketball*, *football*, *today*, *tonight*, *yesterday*, *homecoming*, *cheerleader*, *textbook*, *thunderstorm*, *anyone*, *cannot*, *bookcase*, *downstate*, *upstate*, *snowstorm*, *lineup*, *write-up*, *makeup*.
6. Words compounded of the following prefixes and suffixes are generally written solid: *a-*, *after-*, *ante-*, *auto-*, *bi-*, *demi-*, *-ever*, *grand-*, *-holder*, *in-*, *inter-*, *intra-*, *-less*, *mid-*, *mis-*, *off-*, *on-*, *over-*, *post-*, *re-*, *-some*, *sub-*, *super-*, *tri-*, *un-*, *up-*, *-ward*, *-wise*, *with*.
7. Words compounded with the following prefixes and suffixes generally are hyphenated: *able-*, *brother-*, *by-*, *cross-*, *-elect*, *ex-*, *father-*, *great-*, *half-*, *-hand*, *mother-*, *open-*, *public-*, *quarter-*, *-rate*, *self-*.
8. Write as separate words: *post office*, *mass meeting*, *proof reader*, *copy reader*, *per cent*, *pro temp*, *some way*, *half nelson*, *half dozen*, *half dollar*, *all right*, *any time*, *back yards*, *every time*, *ex officio*, *fellow man*, *no one*, *police court*, *squeeze play*, *freshman cabinet*, *fire department*.
9. The tendency is toward combining such words and toward the elimination of the hyphen with prefixes and suffixes.
10. Use a hyphen in scores, as *Kentucky won 8-5*.

Word Division:

1. Avoid dividing words between lines.
2. Always divide words by syllables.
3. Do not divide short words or monosyllables.
4. Do not separate a consonant from a vowel that affects its pronunciation, as *nec-essity* for *ne-cessity*.
5. Do not divide a diphthong or separate two successive vowels, one of which is silent, as *bo-wing*, *pe-ople*, for *bow-ing*, *peo-ple*.
6. Do not separate a syllable that has been added to a word by the addition of an *s*, as *financ-es*.
7. Do not divide hyphenated words except at the syllable where the regular hyphen comes.
8. Do not begin a line with a hyphen.
9. Do not divide words between pages.

CAPITALIZATION

Capitalize:

1. All proper nouns, names of the months and days of the week.
2. Names of political parties and organizations, as *Republican*, *Democratic*, *Bolsheviki*, *Fascist*, *the Republic of France*, *the British Empire*, *the Kingdom of Norway*.
3. All titles preceding names, as *Prof. R. L. Strong*, *Editor in Chief Paul Gilmore*; but *Dr. C. R. Richards*, *president*; *George Fearnside*, *managing editor*.
4. Names of sections of the country, as *East*, *Middlewest*, *Orient*. Do not capitalize points of the compass, as *east*, *west*, *south*, *north*, or *oriental*, *occidental*, etc.
5. Names of religious denominations and nouns and pronouns referring to a deity, as *the Koran*, *the Old Testament*, *Psalms*, *Book of Job*.
6. Principal words in the titles of books, plays, articles, poems, pictures, newspapers, lectures, etc., including the initial *A* or *The*, as *The Los Angeles Times*, *"The Grandmothers"* by *Glenway Wescott*.
7. Abbreviations of college degrees, as *B.A.*, *Ph.D.*, *M.A.*
8. Names of races, nationalities and localities, as *Yankee*, *Negro*, *Creole*, *Hoosier*.
9. Nicknames of cities, states, athletic organizations, etc., as *the Leopards*, *the Giants*, *the Spring City five*.
10. Distinguishing names of holidays and festivals, as *Fourth of July*, *Labor Day*, *New Year's Day*, *Easter*.
11. Chemical compounds, as *NaCl*, *H₂O*.
12. Names of national and state legislative bodies when specific ones are

- meant, as *Congress*, *House of Representatives* or *House*, *Parliament*, *General Assembly*.
13. *Cabinet*, *University*, *Council*, *Library*, *Faculty*, *Varsity*, etc., when standing alone for particular organizations, as *He made the Varsity his second year*; *The Library will be open today*.
 14. *Union*, *Republic*, *the States* when referring to the United States, but do not capitalize adjectives such as *national*, *federal*, etc.
 15. *Stars and Stripes*, *Old Glory*, *Union Jack*, etc.
 16. Epithets affixed to proper names, as *Alexander the Great*.
 17. The first word of a direct or indirect quotation which would make a complete sentence by itself, as *John said*, "*We must go*."
 18. *No.*, *Fig.*, *Chapter*, *Room*, *Hotel*, *Gulf*, *Lake*, etc., when followed by a number or letter or name, as *No. 24*, *Fig. 6*, *Chapter IV*, *Parlor A*, *Room 61*, *Hotel Walcott*, *Gulf of Mexico*, *Highway 12*, *Lake Geneva*.
 19. The distinguishing words, but *not* the general terms in names of clubs, societies, companies, corporations, etc., as *Good Fellowship society*, *American Mathematical society*, *Federation of German clubs*, *Freshman cabinet*, *Public Speaking forum*, etc.
 20. The distinguishing words, but *not* the general terms in names of streets, buildings, hotels, stations, wards, districts, universities, colleges, high schools, academies, gymnasiums, libraries, etc., as *Broad street*, *Union station*, *Coxe laboratory*, *Packer hall*, *Ninth ward*, *Red river*, *Princeton university*, *Lawrence college*, *Baylor high school*, *St. Peter's church*, *Taylor gymnasium*, *Packard laboratory*.

Do Not Capitalize:

1. Titles of any kind when used after names.
2. Names of classes as, *freshman*, *sophomore*, etc.
3. Names of studies or departments except when names of languages, as *English*, *Latin*, but *mathematics*, *chemistry*, *botany*, etc. And: *the department of physics*, *the biology department*.
4. College degrees when spelled out, as *bachelor of arts*.
5. Points of the compass, as *north*, *southwest*.
6. Scientific names of plants, animals and birds.
7. *Government*, *administration*, *state* or *nation*.
8. The subject of a debate, as *Resolved: That capital punishment should be abolished*.
9. Write *northern Africa*, *central Europe*, etc.
10. *High school*, *college*, *university*, etc., when used indefinitely, as *he attends high school*, *and she goes to college*.
11. *Fraternity*, *faculty*, *undergraduate*, *graduate*, *alumni*.
12. Seasons of the year, as *spring*, *autumn*, *winter*, *summer*.

13. Common religious terms, as *heaven, hell, devil, angelic, scriptures, gospel, biblical*.
14. Common nouns that were originally proper nouns, as *prussian blue, india rubber, plaster of paris, bessemer steel*.
15. *a.m.* and *p.m.*, but *M.*
16. The prefixes *von, de, di, le, la*, etc., except when they begin sentences.
17. *Club, society, association, company, army, navy*, etc.
18. *Spring show, alma mater, tariff act, chapel, post office, north pole, fatherland, fire ordinance, middle ages, varsity wrestlers, freshmen swimmers, athletic teams, trophy room*, etc.
19. Boards and committees, as *board of publications, executive committee, decorations committee, board of trustees*.
20. Political and legislative bodies, bureaus, offices, departments, legal bodies, etc., when standing alone, as *school board, weather bureau, health department, nominating committee, assembly, city council, senate, congress, parliament*.
21. When in doubt, do NOT capitalize.

ABBREVIATIONS

Abbreviate:

1. Titles before names, as *Mr., Mrs., Dr., Gen., Mme., the Rev.*, military terms, etc.
2. Write *Prof. M. A. Johnson*, but *Professor Johnson*.
3. Names of states only when they follow names of cities, as *Nashville, Tenn.* Never write, *He lives in Tenn.*
4. Names of months that contain more than five letters, but only in dates and date lines, as *Sept. 15, Trenton, N. J., Nov. 5*.
5. *Number* before figures, as *No. 17*.
6. Units of measure when preceded by numerals, as *7 ft. 2 in.*
7. Common designations of weights and measures in the singular only, as *lb.* but not *lbs.*, *in.* but not *ins.* Exceptions: *Figs. 1 and 2, Vols. 3 and 4, Nos. 5 and 6*.
8. *Master of Arts* to *M.A.*, *Bachelor of Arts* to *B.A.*, *Doctor of Philosophy* to *Ph. D.* and other academic titles used with names, as *John Dollard, Ph.D.* NEVER *Dr. John Dollard, Ph.D.*
9. *Saint* and *Mount* in proper names, but not *Fort*, as *St. John, Mt. Wilson*, but *Fort Wayne*.
10. *Morning* to *a.m.*, and *afternoon* to *p.m.* Never let the hour stand alone. It is *7:30 p.m. yesterday*, or *7:30 o'clock last evening*.
11. Widely-known organizations, as *D.A.R., I.O.O.F., A.E.F., R.O.T.C., B.P.O.E., G.A.R., L.O.O.M.*, etc.
12. *North, South*, etc., in addresses, as *751 W. Cherry street*.

Do Not Abbreviate:

1. Christian names, as *Robert, Thomas, Alexander*, except in sports stories.
2. *University, street, avenue, railway, institute, boulevard*, etc.
3. The *United States of America*, except *U.S.A.* or *U.S.N.* written after names of army and navy men; also *U.S.S. Texas; Utica, N. Y., U.S.A.*
4. Names of days of the week, or those of months of the year, except in datelines.
5. *Christmas* to *Xmas*, *Brothers* to *Bros.*
6. The title *Senator, Representative, Congressman, Chaplain, Secretary, Treasurer, Vice President, President, Historian, Sergeant at Arms*, when used either before or after a name.
7. *Per cent* to *%*; *cents* to *cts.* or *c.* or *¢*.
8. Avoid *etc.* in a news story.
9. Never begin a sentence with an abbreviation or an Arabic numeral unless the abbreviation is part of a title.
10. *Company, corporation, association, society*, etc.
11. *Department* to *dept.*, *mathematics* to *math.*, *building* to *bldg.*, and to *&* except in names of companies.

TITLES

1. Give first names or initials of persons the first time they are mentioned in a news story. Use the first name or initials, as *John R. Jones* or *J. R. Jones*, but NEVER *Mr. John R. Jones* or *Mr. J. R. Jones*. The title *Mr.* replaces the first name or initials.
2. Give the first name of an unmarried woman, not the initials only: *Miss Mary Sweet*, not *Miss M. A. Sweet*.
3. The correct form is: *The Rev. John R. Jones* or *The Rev. Mr. Jones*. Do not omit the *The*.
4. Never say *Mrs. Doctor* or *Mrs. Professor*. The title belongs to the husband only.
5. Titles usually are better placed after names and then in small letters, as *Herbert Weeks, superintendent of the water works*.
6. Get the correct titles for faculty members: *coach, president, dean, professor, instructor, director*.
7. Titles used before a name always should be capitalized.
8. In reporting the results of an election this form is preferable: *Officers elect were: Jacob Potts, president; Adellon Hogan, vice president; Clayton Bentley, secretary; Coleman Gunderson, treasurer*. Consistency is the rule. Do NOT capitalize some and not others, or abbreviate some and write out others.
9. Write *Mr. and Mrs. A. R. Filbey*, not *A. R. Filbey and wife*.

10. Write *Prof. and Mrs. H. L. Flynn*, not *Mr. and Mrs. Prof. H. L. Flynn*.
11. Never use *Honorable* or *Hon.*

FIGURES

1. Spell out figures from one to ten; eleven and above should be used as figures. Note exceptions below.
2. Use 9 *p.m.*; 3:45 *o'clock this afternoon*.
3. Use *Sept. 30, 1931*. Omit the *st., th., rd., etc.* after dates.
4. Use figures for sums of money, as \$5, \$76.23; not \$5.00.
5. Use figures for street numbers, as 1187 *Monroe street*.
6. Use figures for scores, degrees of temperature, telephone numbers, automobile licenses, latitudes and longitudes, distances, times in races, betting odds, votes, percentages, prices, dimensions, etc., as 90 *degrees*, 65 *per cent*, 90 \times 125 *feet*, 60-*foot beam*, etc.
7. The form 60*th* is optional with *sixtieth*.
8. Avoid beginning a sentence with a figure. If you do, the figure must be spelled out, as *Seventy members of the club . . .*
9. In sentences requiring more than one numeral, one below and the other above ten, spell out both, as *from five to fifteen years*.
10. Use figures for sports records, as *Ohio State 6, Purdue 0*.
11. Use figures for ages, as *He was 74 years old*; *2-year-old Kenneth*.
12. Spell out phrases, as *one case in a thousand*, *ninety-nine men out of a hundred*.
13. Express a series of two or more years thus: 1931–32.
14. In football matters use figures to enumerate yard lines, as *9-yard line*. Likewise, in track accounts use *100-yard dash*, *16-pound hammer throw*.

SPORTS FORMS

1. Vermont 35, Maine 18.
2. Vermont won 35–18.
3. In announcing lineups of teams in coming contests the names should be run in paragraph form, as:

The lineup will be: Grant—Mabie, rf; Storey, lf; Doolan, c; Hall, rg; Breitzman, lg; Jefferson—Brinkman, rf; Schneidewend, lf; Johnson, c; Eckley, rg; Schmeichel, lg.

4. The same form can be used for other sports, as:

Grant—E. McGovern, 115-lb.; H. Palm, 125-lb.; R. Lewis, 135-lb.; etc. (wrestling).

Lincoln—R. Hertzler, A. McCarthy, 50-yd.; E. Riker, 100-yd.; Webbe, O. Green, 440-yd.; etc. (swimming).

Franklin—No. 1, J. Seligman; No. 2, Captain A. Turne; No. 3, D. Gramley; etc. (tennis).

Wilson—J. First, g; J. Kirkpatrick, cp; H. Hang, p; etc. (lacrosse).

5. In the followups, there are two acceptable forms:

Jefferson

T. Burke (C) LE
W. Miller LT
A. Waldman LG
A. Lehr C
L. Burke RG
Westcott RT
Jennings RE
W. Burke QB
Forstall RHB
Lentz LHB
W. Lehr FB

Washington

Houser
Burnett
Warren
Kressler
R. Miller
L. Waldman
Forman
Foster
Fisher
Feakins
Wright

Substitutions: For Jefferson—Walton for Forstall, Kraemer for W. Lehr, Poole for Lentz, W. Lehr for Poole; for Washington—Jensen for Houser, Fogg for Jensen. Touchdowns— . . .

This form is acceptable for football, soccer and lacrosse. For basket ball and baseball, however, names of all players and their records should be included in the box score or summary proper, as:

<i>Madison</i> (36)	G	FT	PF
R. Many rf	8	0	0
M. Schulz lf	1	5	3
Hesse c	2	0	1
Fleischer rg	1	0	4
Ruderman rg	0	0	1
Heiney lg	0	2	2
Bernstein lg	2	1	0
Totals	14	8	11

<i>Monroe</i> (34)	G	FT	PF
Liebowitt rf	2	2	1
Hawlyer rf	3	1	2
Wyckhoff lf	2	0	3
Parsons c	3	3	0
Underwood rg	1	1	1
Krusen lg	0	0	4
Vroman lg	2	1	0
Totals	13	8	11

Referee—Carothers, Vassar.

6. For swimming and track use this form:

100 yard dash—Haverhill, Penn State, first; Marsh, Gettysburg, second; Vernon, Swarthmore, third. Time $9\frac{1}{2}$.

7. Fencing summaries should be set in this form:

Marion		Epee		Dayton	
J. Nelson	0		Wills 1
Z. Letwig	1		Davis 0

8. Tennis summaries should follow this form:

Singles:

No. 1—K. Kloza, Florida, beat R. Benson, Georgia, 6-0, 6-3.

No. 2—C. Hull, Georgia, beat H. Warendorf, Florida, 6-4, 5-7, 6-0.

9. Wrestling summaries should follow this form:

Summary:

115-lb.—J. Rather, Bates, won from Demarest, Colby, by decision. Time advantage—5:07.

125-lb.—W. Port, Bates, threw H. Payne, Colby, with bar nelson and reverse chancery in 6:45.

10. Cross country summaries should follow this form:

The order of finish:

1—H. Sames, Downer—26:33 2-5.

2—D. Atkins, Carroll—26:34.

APPENDIX B

COPY READER'S SYMBOLS

s^⑤iter
Λ

Circling an inserted letter is an extra precaution to assure its being placed correctly.

(of the league)
championship by winning

When a number of words are inserted, lines should be used to indicate their position.

b^onther

Letter order should be corrected by a curved line.

(-)
semiannual
Λ

Parentheses may be used to set off an inserted mark of punctuation.

he (only) won

Word order should be corrected by a single curved line.

Chicago ~~on last~~ Monday

When a word is crossed out, the sentence should be "closed up."

Hershey said that ~~he saw the three enter and that~~ the three were looking....

When more than a line is crossed out, sentence continuity should be indicated by a continuity line.

another[/]man

A slanting line should be used to separate words run together.

an^other

If the typewriter "stutters," words should be closed up.

america

Two short lines under a letter mean that the letter should be capitalized.

Man

A slanting line through a capital letter means letter should be small.

⑤

forty-nine

General

Pres.

show. Of general...notnot
*~~~~~**found*
WARM
ocean

#-30-

Circling a figure means that it should be spelled out.

Circling a spelled-out figure means that the numeral should be used.

Circling a word that is spelled out means that the word should be abbreviated.

Circling an abbreviation means that the word should be spelled out.

A new paragraph should be indicated by a right-angle line.

A straight line under a word means that the word should be set in italics.

A wavy line under a word means that the word should be in bold face.

In written copy u's, w's, and a's should be underscored, and n's, m's, and o's overscored.

A double-cross mark or the figure "30" should be used to indicate the end of an article.

APPENDIX C

PROOF READER'S SYMBOLS

PUNCTUATION

⊙	Insert period.
’/	Insert comma.
;/	Insert semicolon.
⋮	Insert colon.
∨	Insert apostrophe.
”	Insert double quotation marks.
∨	Insert single quotation marks.
¹	Put in one-em dash.
²	Put in two-em dash.
=/	Put in hyphen.
?/	Put in question mark.
!/	Put in exclamation mark.

INSERTION AND OMISSION

^	Put in element indicated in margin in place shown by caret.
<i>S</i>	Take out element indicated.
<i>stet</i>	Don't make change indicated; let it stand as it is.
<i>loan</i> ⋯	A line of dots is placed under the element that is to remain as it is.

KIND OF TYPE

<i>Rom.</i>	Change to Roman type.
<i>Ital.</i>	Change to Italic type.

- cap. Change to capital letter.
- s.c. Change to small capital letter.
- l.c. Change to lower case, or small letter.
- b. f. Change to black, or bold face, type.
- w. f. Substitute type from regular font for that of wrong font.
- X Substitute perfect for imperfect type.

PARAGRAPHING

- # Begin a new paragraph.
- no # Don't begin a new paragraph.

SPACING

- v v v Correct uneven spacing between words.
- # Put in space.
- ⊂ Close up by taking out all spacing.
- ⊕ Close up but leave some space.
- (Reduce the space.
- ⌞ Push down a slug that prints.
- /// Put in thin space between letters, *i.e.*, "letter space."

POSITION

- [Move to the left.
-] Move to the right.
- ┌ Move up.
- └ Move down.
- Indent one em.
- || Make lines parallel.
- = Make letters align.
- 9 Turn over element that is upside down.
- ± Transpose order of words, letters, or figures.

UNCERTAINTY

Qu? Look this up to see whether or not it is correct.

out
See copy See what has been omitted in proof by comparing with copy.

□ Four score ^{le} and seven years ^{ago} our fathers brought □
forth on this continent a new nation, conceived in
liberty, and dedicated to the

proposition that all men are created equal. [Now we =
are engaged in a great civil war, testing whether that

^ nation or any nation so conceived and so dedicated,
can long endure. We are met on a great battlefield
of that war. We have come to pedicate a portion of

9 that field as a final resting-place for those who here
9 here gave their lives that that Nation might live. it
is altogether fitting and proper that we should do this. l.c./cap

② But, in a large sense, we cannot dedicate—we cannot
consecrate—we cannot hallow this ground. The
brave men, living and dead, who struggled here, have
consecrated it far above our poor power to add or de-
tract. The world will little not, nor long remember
tr. what we here say but it can never forget what they
did here. e

It is for us, the living, rather, to be here dedicated
w.f. to the unfinished work which they who fought here
have thus far so nobly advanced. It is rather for us
to be here dedicated to the great task remaining before
us—that from these honored dead we take increased
devotion to that cause for which they gave the last full
;/ measure of devotion, that we here highly resolve that
these dead shall not have died in vain; that this nation,
under God, shall have a new birth of freedom; and that
government of the people, by the people, for the people,
shall not perish from the earth. cap.

(Address at the dedication of the Gettysburg Na- ital.
x tional Cemetery, Nov. 19, 1863. Reprint from Abrah-
ham Lincoln Complete Works," by Nicholay and Hay). w

APPENDIX D

NEWSPAPER TERMS

Ad — Abbreviation for advertisement.

Add — Fresh copy to be added to a story already written.

Advance — A preliminary story.

Agate — A very small type, usually used for advertising copy only.

Alive — Copy or type still usable.

A.M.s. — Morning newspapers.

Angle — A phase or part of a story.

A.P. — Associated Press.

Art — All newspaper illustrations are called art.

Assignment — A reportorial task.

Bank — A part of a headline. Also called "deck."

Banner — A headline extending across the entire page. Also called "streamer."

Beat — A reporter's regular run. Also means a "scoop" or exclusive story.

B.F. — Bold face.

Boil — Reduce in size.

Boiler plate — Stereotyped material ready for mounting.

Bold face — Darker type.

Box — A story, usually short, enclosed in rules.

Break — The point at which a story must be continued to another page. Also refers to the availability of news.

Bug — A Morse telegraph operator's sending apparatus.

Bull dog — The early edition of a newspaper.

Bulletin — A short lead of important or last minute information, usually to be printed at the head of another story related to the same event.

By-line — The author's name at the top of a story.

Canned copy — Publicity.

Caps — Capital letters. Also called "upper case" to distinguish them from small letters or "lower case."

Caption — The headline above a piece of art.

Chase — Form in which columns of type are locked to make a page.

Clip — A clipped newspaper article.

Copy — All written material.

Cover — Be responsible for a story of an event.

- Credit line* — Acknowledgment of indebtedness to someone, as for loan of a cut, etc.
- Cub* — A beginning reporter.
- Cut* — A zinc etching or half-tone engraving.
- Cutlines* — Identification of the subjects of a piece of art, printed below the illustration.
- Dateline* — The city from which a news dispatch comes and the date of the dispatch.
- Deadline* — The last moment at which copy can be accepted for an issue.
- Deck* — See "bank."
- Dingbat* — A decorative bit of type.
- Double truck* — Two adjacent pages made up as one.
- DPR, NPR* — Day press rates; night press rates. Used on telegrams.
- Drop* — A smaller head to continue after a streamer or banner.
- Dummy* — Drawn plan for a news page makeup.
- Ear* — A small box in the upper corner of the front page.
- Electro* — Electrottype.
- Em* — A unit for measuring line lengths and column widths.
- En* — Half a quad em.
- File* — In press association bureaus it means arrange copy for sending over the wire.
- Filler* — Short items for use in rectifying a page.
- Flag* — The newspaper's name on the first page.
- Flash* — A short press association notice of an important event.
- Flimsy* — Thin paper used in making carbon copies.
- Flush* — Even with a margin.
- Folio* — Page number.
- Font* — A complete assortment of type of a particular design.
- Form* — A page of type locked in a chase.
- Fudge* — A detachable part of a page plate which may be replaced by another to make possible the printing of last minute news.
- FYI* — For your information.
- Galley* — A metal tray to hold type.
- Guide* — A word or words at the top of a reporter's copy to indicate the nature of the story. Also called "slug."
- Half tone* — Ordinary cut printed from plate consisting of small dots.
- Handout* — Publicity release.
- Head* — Headline.
- Hell box* — Box in which discarded type is thrown.
- Hold* — Delay publication until further orders.
- HTK* — Head to come. Used when story is sent to composing room before headline is prepared.
- INS* — International News Service.

- Insert* — A paragraph or paragraphs to be inserted in copy already written.
- Jump* — Break a story from one page to another.
- Justify* — Filling out a line of type by spacing so that it will be even on each side.
- Kill* — Do not use.
- Layout* — Arrangement of pictures or other art work from which a single cut is to be made.
- l.c.* — Lower case or small type.
- Line* — Also called "banner" or "streamer."
- Lobster shift* — Working hours after an edition is out.
- Make over* — Change the nature of a page already set in type and make a new stereotype of it.
- Makeup* — Placing articles in position for printing in a page.
- Masthead* — Statement of ownership, membership in associations, etc., on the editorial page.
- Matrix* — Papier mâché material on which impression of form is made for the purpose of casting a plate.
- Mill* — Typewriter.
- Overset* — Additional type for which there was no room in edition.
- Pad* — Make longer.
- Pi* — Mixed type.
- Pica* — Twelve-point type.
- Pick up* — Continue with copy already set.
- Pix* — Picture.
- Play up* — Emphasize or feature.
- P.M.s.* — Afternoon newspapers.
- Point* — One-twelfth of a pica (about $\frac{1}{72}$ of an inch), a unit of type measurement.
- Precede* — Material to be printed ahead of copy already set.
- Printer* — Automatic printer telegraph machine which types a story as it comes in over wire.
- Proof* — First impression of set type on which corrections are made.
- Query* — Brief statement by a correspondent of a story which he can send if it is wanted.
- Quoin* — Lock used to tighten lead in form.
- Release* — Advanced copy held for publication at a certain time.
- Replate* — Make over an edition when important news arrives after the presses have started.
- Ribbon* — A smaller streamer headline run beneath a larger.
- Rim* — Outer edge of a central copy desk.
- Roto* — Rotogravure.

Rule — Written on copy this means that a lead or insert or add is still to come.

Run — A beat.

Runover — Part of a story which continues on a second page.

Sacred cow — Subject always receiving favorable mention.

Schedule — List of day's assignments.

Scoop — An exclusive story.

Shirt tail — A short related article run at the end of a longer one.

Sidebar — A complete article on one phase of a longer story, run separately.

Slant — Emphasize a particular point in writing.

Slot — Inside of a semi-circular copy reading desk.

Slug — Guideline to indicate nature of copy. Also a line of type.

Spread — Playing up an important story, usually with art work.

Stet — Restore struck part of news copy.

Stick — A small amount of type, usually about two inches, or 150 words of copy.

Stone — The table on which chases are placed.

Streamer — See "banner."

String — A correspondent's clippings pasted together and sent in for measurement to determine pay due him.

Subhead — Small headline inserted in the body of a story.

Take — A portion of copy of a long story.

Thirty — End of a news story.

Tight — Not much room for news material.

Trim — Reduce in size.

U.P. — United Press.

Wide open — Considerable room for news material.

APPENDIX E

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APPENDIX F

The following facsimiles are of the front pages of the final editions of newspapers published in all parts of the country Monday, May 10, 1948.

LATE CITY EDITION
FIVE CENTS

The Weather

Clear—Cloudy, high over the city. A few showers or showers in the afternoon. High, 65. Low, 45. Wind, S. by E. 10 to 15. Rain, 0.00.

The Washington Post

FINAL

NO. 26,261

WASHINGTON, MONDAY, MAY 10, 1948

Efforts to Avert Rail Strike Fail

Planes Aid Jews Battling For Road To Jerusalem

Jerusalem, Palestine, May 9.—Thousands of Jews and Arabs were reported battling in the Jerusalem area today, following a 12-hour strike of the Holy City's traffic.

Planes of the Jewish Resistance had landed on the roof of the city's main hotel.

The report was received from the Jewish Resistance.

It was reported that 1000 Jews had taken to the streets.

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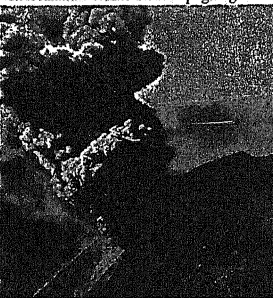
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New Zealand Volcano on Rampage Again...



Volcanic eruption on Mount Taranaki, New Zealand, May 9.

Count Sforza Spy Exposed Named to Head Italy Republic In Canada

Rome, May 9.—The Italian government today announced that Count Sforza, former foreign minister, had been named to head the Italian Republic in Canada.

The announcement was made by the Italian government.

Count Sforza is a well-known Italian politician.

He has served in various capacities in the Italian government.

His appointment to head the Italian Republic in Canada is a significant honor.

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Count Sforza is a respected figure in Italian politics.

His appointment is a testament to his leadership skills.

Count Sforza is a man of integrity and honor.

His appointment is a great privilege for the Italian Republic in Canada.

Count Sforza is a true representative of the Italian people.

His appointment is a source of pride for the Italian Republic in Canada.

Count Sforza is a man of vision and leadership.

His appointment is a reflection of his exceptional abilities.

Count Sforza is a man of character and integrity.

His appointment is a testament to his high moral standards.

Count Sforza is a man of courage and conviction.

His appointment is a reflection of his unwavering commitment to the Italian Republic.

Count Sforza is a man of honor and respect.

His appointment is a testament to his noble character.

Count Sforza is a man of wisdom and insight.

His appointment is a reflection of his profound understanding of the Italian Republic.

Count Sforza is a man of passion and dedication.

His appointment is a testament to his tireless efforts for the Italian Republic.

Count Sforza is a man of excellence and achievement.

30,000 Mail Churchill's Unity Plea

London, May 9.—(AP)—Winston Churchill today called for a united Europe to permit the Continent to rise to its feet as an independent and self-sustaining part of the world.

Churchill's plea was made in a speech to the House of Commons.

He urged the British government to support the European movement.

Churchill said that a united Europe was essential for the peace and stability of the world.

He called for the British government to take the lead in the European movement.

Churchill's speech was widely praised.

It was seen as a significant statement in the European movement.

Churchill's plea was a call to action for the British government.

It was a reminder of the importance of the European movement.

Churchill's plea was a testament to his vision for the future of Europe.

It was a call to unity and cooperation.

Churchill's plea was a source of inspiration for the European movement.

It was a reminder of the need for a united Europe.

Churchill's plea was a testament to his leadership.

It was a call to action for the British government.

Churchill's plea was a source of pride for the British people.

It was a testament to the British government's commitment to the European movement.

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Highlights of Rail Dispute

Here are highlights of the railroad labor dispute which threatens the nation's transportation system. The dispute involves the American Railway Union (A.R.U.) and the National Railway Labor Relations Board (N.R.L.R.B.).

The A.R.U. is demanding a 10% wage increase and a 40-hour work week.

The N.R.L.R.B. has ruled in favor of the A.R.U. demands.

The A.R.U. has threatened to strike if its demands are not met.

The N.R.L.R.B. has ordered the A.R.U. to return to work.

The A.R.U. has refused to return to work.

The N.R.L.R.B. has threatened to force the A.R.U. to return to work.

The A.R.U. has threatened to sue the N.R.L.R.B.

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Neither Side Will Budge; Order Drawn For Seizure

Washington, May 9.—(AP)—The American Railway Union (A.R.U.) and the National Railway Labor Relations Board (N.R.L.R.B.) today announced that neither side was willing to budge in the railroad labor dispute.

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Russians Boast Of Superior War Machine

London, May 9.—(AP)—The Soviet Union today boasted of its superior war machine, claiming that it was capable of defeating any potential aggressor.

The Soviet Union is a major power in the world.

It has a large and powerful military.

The Soviet Union is a member of the United Nations.

It has a long and distinguished history.

The Soviet Union is a source of pride for the Russian people.

It is a testament to the Soviet Union's strength.

The Soviet Union is a man of vision and leadership.

His appointment is a reflection of his profound



Volume 712 - No. 312

CHICAGO, SAT. FEB. 19, 1948

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7 CENTS - PAY NO MORE

FOLIO NIGHT RALLY TODAY

Dixie Rebels Rally Today to Map Fight Against Truman

STATE G.O.P. GATHERS FOR CONVENTION

National Politics in Background

By Robert R. Lytle

CHICAGO, Feb. 19.—The Dixie states today will convene for the largest annual gathering of the Southern States Convention since the war. The gathering will be held at the Waldorf-Astoria Hotel here, and will be the largest of its kind in the South since the war. The gathering will be the largest of its kind in the South since the war. The gathering will be the largest of its kind in the South since the war.

11 States Join in Battle for Home Rights

By Robert R. Lytle

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THE URGE TO COMPETE

RUSSIA TURNS AUSTRIA INTO LAND OF FEAR

Tribune Writer Tells of Tour

By Robert R. Lytle

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BULLETINS

Seizure Looms as Possibility

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BOTH SIDES STAND PAT IN CONFERENCES

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Seizes Man Who Choked Her Sister

By Robert R. Lytle

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Family Apart for 27 Years Is Reunited

By Robert R. Lytle

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Paris Forces Dirty

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Boy and Girl Bound to Australian Woman

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Religious Services Held in Wake of Stay-Down Strikers

By Robert R. Lytle

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French Frustrated Near Front, Specialists Say

By Robert R. Lytle

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Weather

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Chicago Area Society

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Rocky Mountain News

A Scripps-Howard Newspaper

89TH YEAR: NO. 131

Published every morning by Denver Publishing Co.
Entered as second class matter, postpaid, Denver.

Colorado's First Newspaper—Founded in 1859

DENVER, COLO., MONDAY, MAY 10, 1948

HOME

FINAL

222,000

Page 3

PRICE 5 CENTS

HOLLYWOOD ACTOR ADMITS D & F ROBBERY

—STORY ON PAGE 8

Mongrel Grieves for Dead Playmate



A white-haired mongrel stands guard with pawy around the dead playmate, hours after his pal had been hit by a passing truck on a Chicago street. Faithful dog finally was induced to leave chum's body.

—Rocky Mountain News-Kennel Telegraph.

Two Men, Girl Find \$239,000 In Mail Sack

ATLANTA, May 9.—(AP)—Two milkmen and a girl today of finding \$239,000 and of turning the money over to postal authorities.

Local postal officials could not be reached for comment.

The strange story came to light when the trio told it to the Atlanta Constitution. This is their version:

R. T. Bradberry, 59, his niece, Willow Jean Wall, 15, and his father-in-law, D. S. Simmons, 61, of Stonewall, Ga., started out to deliver milk the morning of April 23.

Simmons noticed a torn mail sack alongside the Atlanta & West Point Railroad tracks and investigated.

All three, when Simmons picked up the mail pouch, peered through the hole. Inside, they could see six packages of currency with four marked "\$10,000."

"It was scared to death," said Bradberry, "I didn't know there was that much money in the world."

All three hurried the money to the postoffice at nearby College Park and there they were told the money was lost from a train which passed at 8 p. m. the night before. The loss was reported at Opelika, Ala.

President Ready to Seize Railroads If Last-Ditch Strike Parleys Fail Today

—STORY ON PAGE 3

RAIL STRIKE PARLEY FAILS; SEIZURE BY U. S. LOOKS LIKELY

Childhood Tragedy



HE'S GOING TO DIE!—The boy who was killed by a train after the strike was his only child, the mother said. The boy was 10 years old and was playing with his friends in the yard when he was struck by the train. The mother said she was with him at the time and was unable to get to him in time.

Boy, 6, Keeps Hope Until Injured
Pet Dies

PORTLAND, May 9—(AP)—A 6-year-old boy who was injured by a train after the strike was his only child, the mother said. The boy was 6 years old and was playing with his friends in the yard when he was struck by the train. The mother said she was with him at the time and was unable to get to him in time.

WEATHER FORECAST
Seattle and vicinity—Partly cloudy with light rain. High 55, low 45. Wind light and variable.



"I Don't Dream Glances Would Improve My Looks As Well As My Vision"

BINYON Optometrists
1900 Fourth Avenue
Seattle, Wash.

Seattle Post-Intelligencer

Post-Intelligencer Office, 400 Pine St. SEATTLE, MONDAY, MAY 10, 1948 24 PAGES 6c PER COPY

6 A.M. FINAL

Bandits Hold Up Pharmacy, Tie 2 Men; Trolley Robbed

JEWISH FORCES IN VITAL DRIVE ON ARAB HEIGHT

JERUSALEM, May 9—(AP)—Jewish sources said tonight 800 Haganah commandos began an attack at sunset on Arab strongholds in another attempt to crush the vital Jewish-led drive for a united Jerusalem.

Sports Highlights

Gilbreath wins Silver Skis.
Rainers, Padres divide.
Indians take lead; A's win two.
Huskies, Beavers clash today.
Thomas scores Publicus upset.
Cardinals top National League.
Seals split; Stars trim Angels.
Vitalik NIBC All-Events leader.

\$1,400, DRUGS IN LOOT; KEYS OF BUS STOLEN

Bandits, slanted two holdups in Seattle last night and today. The first holdup was at a drug store on Third Avenue. The bandits stole \$1,400 in drugs and a key to a bus. The second holdup was at a bus stop on First Avenue. The bandits stole a key to a bus.

U.S. Prepared To Seize Railroads

73 Killed As Both Sides Koreans Vote
The U.S. is prepared to seize the railroads in Korea if the Koreans do not vote in the election. The U.S. has 73 troops killed in the fighting in Korea.

Stork Works Hard On Mother's Day

Twenty-eight babies were born in Seattle on Mother's Day. The babies were born at the Stork Works, a hospital in Seattle.

"You'll Be Hearing From Me on Mother's Day"

Instead Coroner Phoebe Messager Of Woman's Death by Gas

4 Inches of Rain Flood Rain Water

The rain in Seattle on Mother's Day was 4 inches. The rain caused flooding in many areas of the city.

RUSSIA BRAGS OF ARM THAT LETS VET OPERATE GUN

Russia has a new arm that lets a veteran operate a gun. The arm is called the "Veteran's Arm" and is designed for veterans who have lost their arms.

RUSSIA BRAGS OF ARM THAT LETS VET OPERATE GUN
Moscow, May 9.—Russia has developed a new arm that allows a veteran to operate a gun. The arm is called the "Veteran's Arm" and is designed for veterans who have lost their arms. It is a mechanical arm that can be attached to a gun and operated by the veteran's hand.

BUY U.S. SECURITY BONDS
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